

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM337406

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
The Do LaB, LLC		03/23/2015	LIMITED LIABILITY COMPANY: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Do LaB, Inc.		
<b>Street Address:</b>	1024 Santee Street, Suite 600		
<b>City:</b>	Los Angeles		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	90015		
<b>Entity Type:</b>	CORPORATION: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	86176556	INTO THE WILD	
<b>Registration Number:</b>	4440076	LIB	
<b>Registration Number:</b>	4294571	LIGHTNING IN A BOTTLE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
<b>Email:</b>	jmandour@mandourlaw.com		
<b>Correspondent Name:</b>	Joseph A. Mandour		
<b>Address Line 1:</b>	16870 West Bernardo Drive, Suite 400		
<b>Address Line 4:</b>	San Diego, CALIFORNIA 92127		
<b>NAME OF SUBMITTER:</b>	Joseph A. Mandour		
<b>SIGNATURE:</b>	/jm/		
<b>DATE SIGNED:</b>	04/06/2015		
<b>Total Attachments: 2</b>			
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source=Pages from asset purchase agreement#page2.tif			

OP \$90.00 86176556

**Schedule "B" - Assignment of Trademarks**

**WHEREAS**, The Do LaB, LLC, a California Limited Liability Company, with a principal place of business at 1024 Santee Street, Suite 600, Los Angeles, CA 90015 (hereinafter referred to as the "Assignor") is the registered owner of the United States Trademark Application for INTO THE WILD (U.S. Serial No. 86/176,556), with a filing date of January 27, 2014 and the United States Trademark Registrations for LIB (U.S. Registration No. 4,440,076) and LIGHTNING IN A BOTTLE (U.S. Registration No. 4,294,571), with respective registration dates of November 26, 2013 and February 26, 2013 (the "Trademarks").

**WHEREAS**, Assignor has assigned said Trademarks to Do LaB, Inc., a California Corporation, with a principal place of business at 1024 Santee Street, Suite 600, Los Angeles, CA 90015 (hereinafter referred to as the "Assignee") and Assignor and Assignee are desirous of confirming the assignment for purposes of filing the same with the United States Patent and Trademark Office and other appropriate governmental offices.

**NOW, THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor sold, transferred, assigned, and delivered, and hereby sells, transfers, assigns and delivers unto Assignee all right, title and interest in and to said Trademarks and the United States Patent and Trademark Office Registrations, Application and any resulting registration therefore, together with the goodwill of the business connected with and symbolized by such Trademarks, as well as all rights to damages or profits, due or accrued, arising out of past infringement of such Trademarks or injury to said goodwill and the right to sue for and recover the same in the Assignee's own name.

**IN WITNESS WHEREOF**, this Assignment has been executed by Assignor as of the date hereof.

**The Do LaB, LLC, a California Limited Liability Company**

By:   
Name: Dede Flemming

Date: 3/23/15  
Title: Secretary

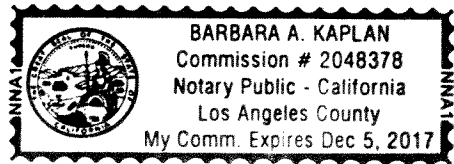
A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document.

State of California )  
County of Los Angeles )

On March 23, 2015, before me, personally appeared Dede Flemming, who proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct. WITNESS my hand and official seal.

Signature  (Seal)



**CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT**

**CIVIL CODE § 1189**

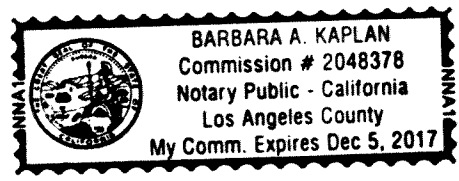
A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document.

State of California )  
County of Los Angeles )  
On 3/23/15 before me, Barbara A. Kaplan, Notary Public  
Date Here Insert Name and Title of the Officer  
personally appeared Dede Flemming  
Name(s) of Signer(s)

who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.  
Barbara A. Kaplan  
Signature Signature of Notary Public



Place Notary Seal Above

**OPTIONAL**

Though this section is optional, completing this information can deter alteration of the document or fraudulent reattachment of this form to an unintended document.

**Description of Attached Document**

Title or Type of Document: \_\_\_\_\_ Document Date: \_\_\_\_\_  
Number of Pages: \_\_\_\_\_ Signer(s) Other Than Named Above: \_\_\_\_\_

**Capacity(ies) Claimed by Signer(s)**

Signer's Name: \_\_\_\_\_ Signer's Name: \_\_\_\_\_  
 Corporate Officer — Title(s): \_\_\_\_\_  Corporate Officer — Title(s): \_\_\_\_\_  
 Partner —  Limited  General  Partner —  Limited  General  
 Individual  Attorney in Fact  Individual  Attorney in Fact  
 Trustee  Guardian or Conservator  Trustee  Guardian or Conservator  
 Other: \_\_\_\_\_  Other: \_\_\_\_\_  
Signer Is Representing: \_\_\_\_\_ Signer Is Representing: \_\_\_\_\_