

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM342247

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Brad L. Penenberg		05/19/2015	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Penenberg Family Trust		
Street Address:	1016 Moraga Drive		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90049		
Entity Type:	TRUST: WYOMING		
Composed Of:	• Brad L. Penenberg, UNITED STATES, INDIVIDUAL		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4701499	DIRECT POSTERIOR	
CORRESPONDENCE DATA			
Fax Number:	3103944477		
<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>			
Phone:	3104510647		
Email:	tmk@cislo.com,kcunningham@cislo.com,trichen@cislo.com		
Correspondent Name:	Cislo & Thomas LLP		
Address Line 1:	12100 Wilshire Blvd. Suite 1700		
Address Line 4:	Los Angeles, CALIFORNIA 90025		
ATTORNEY DOCKET NUMBER:	11-24641		
NAME OF SUBMITTER:	Kelly W. Cunningham		
SIGNATURE:	/Kelly Cunningham/		
DATE SIGNED:	05/22/2015		
Total Attachments: 1			
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TRADEMARK ASSIGNMENT

This assignment made on the date below by trademark owner Brad L. Penenberg, M.D., a United States citizen and resident of Los Angeles, California (“Assignor”), to the Penenberg Family Trust, a Wyoming incomplete non-grantor trust (“Assignee”);

WHEREAS, Assignor has developed a business pertaining to the following mark (“the Mark”), for which Applicant has obtained a federal trademark registration at the United States Patent and Trademark Office:

<u>Trademark</u>	<u>Registration Date</u>	<u>Registration No.</u>
DIRECT POSTERIOR	March 10, 2015	4,701,499

WHEREAS, Assignee is desirous of acquiring the Mark, the goodwill symbolized thereby, and the aforementioned trademark registration therefor; and

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign to Assignee all right, title, and interest in and to the Mark, the goodwill symbolized thereby, the business to which the Mark pertains, and the trademark registrations therefor.

IN WITNESS WHEREOF, Assignor has executed this Assignment on the date set forth below.

ASSIGNOR

Brad L. Penenberg, M.D.

Signature: 

Signed at: Beverly Hills, CA

Date: 5/19/2015