

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM347806

<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>
One Of One, Inc.		07/10/2015	CORPORATION: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Datum Group LLC		
<b>Street Address:</b>	P.O. Box 12980		
<b>City:</b>	Marina Del Rey		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	90295		
<b>Entity Type:</b>	California limited liability company		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	86047497	DATUM	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	4159848300		
<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>Phone:</b>	415-984-8200		
<b>Email:</b>	SFTrademarks@nixonpeabody.com		
<b>Correspondent Name:</b>	Nixon Peabody LLP		
<b>Address Line 1:</b>	P.O. Box 26769		
<b>Address Line 4:</b>	San Francisco, CALIFORNIA 94126-6769		
<b>ATTORNEY DOCKET NUMBER:</b>	072657.000004		
<b>NAME OF SUBMITTER:</b>	Marlene J. Williams		
<b>SIGNATURE:</b>	/mjw/		
<b>DATE SIGNED:</b>	07/13/2015		
<b>Total Attachments: 2</b>			
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source=2015-07-10 Executed Assignment One of One to Datum Group LLC - 072657.000004#page2.tif			

CH \$40.00 86047497

TRADEMARK ASSIGNMENT

This Trademark Assignment Agreement is made and entered into effective as of July 2, 2015 by and between **One Of One, Inc.**, a California corporation having an address of 1540 3rd Avenue, Los Angeles, California 90019 ("*Assignor*"), and **Datum Group LLC**, a California limited liability company having an address of P.O. Box 12980, Marina Del Rey, California 90295 ("*Assignee*") with reference to the following:

A. Assignor is the owner of the trademark application identified in Schedule 1 (the "*Mark*").

B. Assignee desires to acquire all right, title and interest in and to the Mark.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby conclusively acknowledged, Assignor does hereby sell, assign, transfer and set over to Assignee all its right, title and interest in, to and under the Mark and application therefor, together with the goodwill of the business symbolized by the Mark, together with all rights and privileges granted and secured thereby, including the right to sue and recover for any past infringement, said rights to be held and enjoyed by Assignee, for its own use and benefit and for the use and benefit of its successors, assigns or other legal representatives as fully and entirely as the same would have been held and enjoyed by assignor if this assignment and sale had not been made.

IN WITNESS WHEREOF, the parties have caused this Agreement to be executed by their respective duly authorized representatives as set forth below.

**ONE OF ONE, INC.**

By: JARED BLUNK  
Printed Name: Jared M. Blunk  
Title: MANAGING MEMBER  
Date: 7/10/15

**DATUM GROUP LLC**

By: Jared M. Blunk  
Name: JARED BLUNK  
Title: Managing member  
Date: 7/10/15

SCHEDULE 1

<b>Country</b>	<b>Class</b>	<b>Mark</b>	<b>Application No./ Registration No.</b>	<b>Application Date/ Registration Date</b>
United States	25	DATUM	AN: 86047497	Filed: August 26, 2013  Registered: NA