

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.208/03/2015
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ETAS ID: TM350164

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
BrandStorm, Inc.		01/03/2014	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	NSI Group, LLC		
Street Address:	1417 6th Street		
Internal Address:	Suite 301		
City:	Santa Monica		
State/Country:	CALIFORNIA		
Postal Code:	90401		
Entity Type:	LIMITED LIABILITY COMPANY: CALIFORNIA		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	4777992	EAGLE COQ	
Registration Number:	4689649	KING RABBIT	
Registration Number:	4689648	ANCIENS TEMPS	
Registration Number:	4689647	CHANTEBELLE	
Registration Number:	4777991	FANTASTIQUE	
CORRESPONDENCE DATA			
Fax Number:			
<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:	(310) 400-5661		
Email:	ara@encorelaw.com		
Correspondent Name:	Ara A. Babaian		
Address Line 1:	9401 Wilshire Boulevard		
Address Line 2:	Suite 900		
Address Line 4:	Beverly Hills, CALIFORNIA 90212		
NAME OF SUBMITTER:	Ara A. Babaian		
SIGNATURE:	/Ara A. Babaian/		
DATE SIGNED:	08/03/2015		

OP \$140.00 4777992

Total Attachments: 3

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ASSIGNMENT OF TRADEMARKS

THIS ASSIGNMENT OF TRADEMARKS (this "Assignment") is effective as of January 3, 2014, by BrandStorm, Inc., a California corporation ("Assignor"), in favor of NSI Group, LLC, a California limited liability company ("Assignee").

WHEREAS, Assignor is the owner of the trademarks set forth on Exhibit A attached hereto, as the same may or may not be registered with the United States Patent and Trademark Office ("Trademark Office") as noted on such Exhibit A (collectively, the "Trademarks").

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties hereto agree as follows.

1. Assignment. Assignor hereby assigns, transfers and conveys to Assignee all of Assignor's right, title and interest in and to the Trademarks throughout the world, including all trademark applications and registrations therefor, all common law rights, foreign rights and rights provided by any international conventions or treaties related to the Trademarks, including all words and/or designs comprising the Trademarks, together with the goodwill of the business symbolized by the Trademarks and applications or registrations thereof, as well as the right to sue and to collect all damages and payments for claims of future infringement or misappropriation thereof in the sole name of Assignee. Assignor represents and warrants to Assignee that it has not entered into any assignment, contract or understanding in conflict herewith. Assignor hereby authorizes and requests the Commissioner of Patents and Trademarks in the Trademark Office, and the corresponding entities or agencies in any applicable foreign countries or multinational authorities, to record Assignee as the assignee of the rights, titles and interests in, to and under the Trademarks, and applications or registrations thereof, granted by Assignor herein, and to deliver to Assignee, and to Assignee's attorneys, agents, successors and assigns, all official documents and communications as may be warranted by this Assignment.

2. Further Assurances. Assignor agrees to cooperate with Assignee and execute such assignments and other documents as may reasonably be requested by Assignee, without any further consideration, in order to evidence or effectuate the assignment of the Trademarks and applications or registrations thereof as provided in this Assignment. Assignee agrees to pay all reasonable fees and expenses of Assignor in connection with Assignor's obligations in this Section 2, including, without limitation, Assignor's attorneys' fees.

3. Miscellaneous. This Assignment shall be deemed to have been made in, and shall be construed pursuant to, the laws of the State of California without regard to the conflict of laws provisions thereof. If any provision of this Assignment shall be adjudged by any court of competent jurisdiction to be unenforceable or invalid, that provision shall be limited or eliminated to the minimum extent necessary so that this Assignment shall otherwise remain in full force and effect and enforceable. This Assignment is binding on and shall inure to the benefit of the respective successors and assigns of the parties. This Assignment constitutes the complete and exclusive statement of the mutual understanding of the parties relating to the subject matter hereof and supersedes and cancels all previous written and oral agreements and communications relating to the subject matter hereof. This Assignment may be executed in one or more counterparts, each of which shall be deemed to be an original, but all of which together shall constitute one and the same instrument. This Assignment may be executed by any signatory by delivery of a facsimile or PDF signature, which signature shall have the same force and effect as an original signature.

EXECUTION COPY

IN WITNESS WHEREOF, the parties have caused this Assignment to be duly executed and delivered by their respective duly authorized officers as of the date first set forth above.

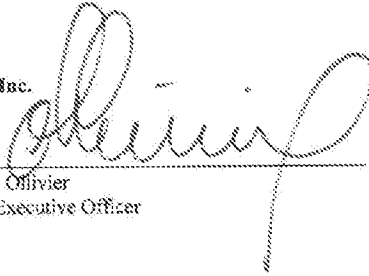
ASSIGNOR:

BrandStorm, Inc.

By: _____

Its: Thierry A. Olivier

Name: Chief Executive Officer

A handwritten signature in black ink, appearing to read "Thierry A. Olivier", is written over a horizontal dotted line. The signature is fluid and cursive, with a long tail extending downwards and to the right.

0154/002/00012642 v.1

Exhibit ATrademarks

<u>Trademark</u>	<u>Serial Number</u>
"EAGLE COQ"	86/109,394*
"KING RABBIT"	86/109,390**
"ANCIENS TEMP"	86/109,384***
"CHANTEBELLE"	86/109,379****
"FANTASTIQUE"	86/109,369*
"BISES"	86/613,959 (filed April 29, 2015 by Assignee)
"ROSE"	No application filed.
"JOLIE"	No application filed.
"BIOTERRE"	No application filed.
"BRAVA CAVA"	No application filed.
"BELLEVIGNE"	No application filed.

- * All requirements for registration have been satisfied.
 ** Registered on February 17, 2015 under registration number 4,689,649.
 *** Registered on February 17, 2015 under registration number 4,689,648.
 **** Registered on February 17, 2015 under registration number 4,689,647.

0154/882/60013642 v.1