

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM352302

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
CRM IP, LLC		08/20/2015	LIMITED LIABILITY COMPANY: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Creative Research Management		
Street Address:	3445 Lakemist Circle		
City:	Stockton		
State/Country:	CALIFORNIA		
Postal Code:	95219		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	86320593	VELVETEIN	
Registration Number:	4171561	OATLIFE	
CORRESPONDENCE DATA			
Fax Number:	3102469980		
<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:	3102884500		
Email:	mcohen@cohenip.com		
Correspondent Name:	Michael N. Cohen		
Address Line 1:	9025 Wilshire Blvd., Suite 301		
Address Line 4:	Beverly Hills, CALIFORNIA 90211		
NAME OF SUBMITTER:	Michael N. Cohen		
SIGNATURE:	/Michael N. Cohen/		
DATE SIGNED:	08/21/2015		
Total Attachments: 2			
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ASSIGNMENT OF UNITED STATES TRADEMARK REGISTRATION

WHEREAS CRM IP, LLC ("Assignor") a California limited liability company with an address of 3445 Lakemist Circle, Stockton, CA 95219 has adopted, used and is using the marks in the attached Exhibit A which have been filed and/or registered for in the United States Patent and Trademark Office;

WHEREAS, Creative Research Management ("Assignee") a California corporation with an address of 3445 Lakemist Circle, Stockton, CA 95219 is desirous of acquiring said marks and the registrations thereof;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignors do hereby assign to Assignee all right, title and interest in and to the said marks, together with the good will of the business symbolized by the mark.

Assignor

Date: 8/20/15

By: 
Cheryl R. Mitchell, Managing Member of
CRM IP, LLC

Assignee

Date: 8/20/15

By: 
Cheryl R. Mitchell, President of
Creative Research Management

Exhibit A

Trademark Name	Serial No.	Registration No.
Oatlife	85472770	4171561
Velvetein	86320593	n/a