

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM359852

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Ms. Marci Palatella		10/21/2015	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Allied Lomar, Inc.		
Street Address:	401 California Drive		
Internal Address:	Suite #500		
City:	Burlingame		
State/Country:	CALIFORNIA		
Postal Code:	94010		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 7			
Property Type	Number	Word Mark	
Serial Number:	86382149		
Serial Number:	86588765		
Serial Number:	86589413		
Serial Number:	86188235	WALK THE WALK	
Registration Number:	3176241	CAMPEÓN	
Registration Number:	4798771		
Registration Number:	4802622	VIVA CAMPEON!	
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:	2163391111		
Email:	suzann@themoskowitzfirm.com		
Correspondent Name:	Suzann R. Moskowitz		
Address Line 1:	3151 Coleridge Rd.		
Address Line 4:	Cleveland Heights, OHIO 44118		
ATTORNEY DOCKET NUMBER:	257-001		
NAME OF SUBMITTER:	Suzann R. Moskowitz		

OP \$190.00 86382149

SIGNATURE:	/Suzann Moskowitz/
DATE SIGNED:	10/24/2015
Total Attachments: 2 source=TM Assignment (AL) 102115#page1.tif source=TM Assignment (AL) 102115#page2.tif	

TRADEMARK ASSIGNMENT

WHEREAS, Marci Palatella, an individual at 401 California Drive, Burlingame, California 94010 ("Assignor"), owns the entire right, title and interest in and to the trademark applications and trademark registrations set forth on Schedule A (hereinafter "Assignor's Trademarks");

AND WHEREAS, Allied Lomar, Inc. a corporation organized and existing under the laws of California, having an address of 401 California Drive, Suite #500, Burlingame, California 94010 ("Assignee") is desirous of acquiring the entire right, title and interest in and to Assignor's Trademarks;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, assign, transfer and set over unto Assignee, its legal representatives, successors, the entire right, title and interest in and to Assignor's Trademarks, together with the whole of the goodwill of the business pertaining thereto, the same and the rights of the Assignor to be held and enjoyed by Assignee for its own use and enjoyment, and for the use and enjoyment of its successors, assigns or other legal representatives; together with all claims for damages by reason of past infringement of the Assignor's Trademarks with the right to sue for and collect the same for its own use and benefit, and for the use and on behalf of its successors, assigns or other legal representatives;

UPON SAID CONSIDERATION, Assignor hereby agrees with the said Assignee that Assignor will not execute any writing or do any act whatsoever conflicting with this present, and that Assignor will, at any time upon request, without further or additional consideration but at the expense of said Assignee, execute such additional assignments and other writings and do such additional acts as said Assignee may deem necessary or desirable to perfect the Assignee's enjoyment of this grant, it being understood that the foregoing covenant and agreement shall bind and inure to the benefit of the assigns and legal representatives of Assignor and Assignee;

IN WITNESS WHEREOF, Assignor and Assignee have executed and delivered this Assignment as of the day and year first written above.

ASSIGNOR

Marci Palatella

10/21/15

ASSIGNEE (Allied Lomar, Inc.)

By: _____

Name: Marci Palatella

Title: President

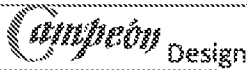

10/21/15

Schedule A
Assignor's Trademarks

USPTO Trademark Applications

Mark	Serial Number
Design (bottle)	86382149
Design (bottle)	86588765
Design (wreath)	86589413
Walk the Walk	86188235

USPTO Trademark Registrations

Mark	Registration Number
 Design	3176241
 Design	4798771
VIVA CAMPEON!	4802622