

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM379272

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Be Green Media, LLC		03/28/2016	Limited Liability Company: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Terra Tech Inc.		
Street Address:	4700 Von Karman, #110		
City:	Newport Beach		
State/Country:	CALIFORNIA		
Postal Code:	92660		
Entity Type:	Corporation: NEVADA		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	4400287	IVXX	
Serial Number:	85350124	IVXX	
Serial Number:	86102512	IVXX	
Serial Number:	86227675	IVXX	
Serial Number:	86543640	IVXX	
CORRESPONDENCE DATA			
Fax Number:	9497609502		
<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:	310-551-3450		
Email:	efiling@knobbe.com		
Correspondent Name:	Jonathan A. Hyman		
Address Line 1:	2040 Main Street, 14th Floor		
Address Line 2:	Knobbe Martens Olson & Bear LLP		
Address Line 4:	Irvine, CALIFORNIA 92614		
ATTORNEY DOCKET NUMBER:	TTCRP.014TIS		
NAME OF SUBMITTER:	Jonathan A. Hyman		
SIGNATURE:	/jhh/		
DATE SIGNED:	04/04/2016		

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Total Attachments: 3

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Exhibit 1

TRADEMARK, DOMAIN AND SOCIAL MEDIA ASSIGNMENT

This Trademark, Domain And Social Media Assignment (hereinafter referred to as "Assignment") is effective as of March 28, 2016, by and between Be Green Media, LLC, a California limited liability company, having a place of business at 2554 Lincoln Blvd, #400, Venice, California 90291 (hereinafter "ASSIGNOR") and Terra Tech Inc., a Nevada Corporation, having a place of business at 4700 Von Karman, #110, Newport Beach, California 92660 (hereinafter "ASSIGNEE").

WHEREAS, ASSIGNOR has adopted, used, is using or using through a licensee, or intends to use, and is, to the best of its knowledge and belief, the owner of the trademarks listed in **Schedule A**, attached hereto and incorporated herein by this reference, and all other rights appurtenant thereto, including, but not limited to, all common law rights, trade name rights, goodwill associated therewith, causes of action, and the right to recover for past infringement (hereinafter collectively referred to as the "Trademark") in those countries throughout the world where ASSIGNOR has used, applied for, and/or registered the Trademark;

WHEREAS, ASSIGNOR owns the Trademark applications and registration relating to the Trademark listed in **Schedule A**, attached hereto and incorporated herein by reference (hereinafter collectively referred to as the "Applications and Registration");

WHEREAS, ASSIGNOR is to the best of its knowledge and belief, the owner of the domain names set forth in **Schedule B**, attached hereto and incorporated herein by this reference (the "Domain Names");

WHEREAS, ASSIGNOR is to the best of its knowledge and belief, the owner of the social media properties identified in **Schedule C**, attached hereto and incorporated herein by this reference the "Social Media Assets");

WHEREAS, ASSIGNEE desires to acquire any and all rights, title, and/or interest in and to the Trademark, Applications and Registration, Domain Names, and Social Media Assets worldwide and any other registered or unregistered Trademarks owned or used by ASSIGNOR or any of its licensees world-wide which include or are comprised of "IVXX";

WHEREAS, ASSIGNOR is willing to assign to ASSIGNEE any and all rights, title, and/or interest that ASSIGNOR may possess in and to the Trademark, Applications and Registration, Domain Names, and Social Media Assets worldwide and any other registered or unregistered Trademark owned or used by ASSIGNOR or any of its licensees worldwide which include or are comprised of the Trademark; and

WHEREAS, ASSIGNEE is a successor to the portion of ASSIGNOR's business relating to which the applications for the Mark based on an intent to use pertain.

NOW, THEREFORE, for good and adequate consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby assigns and sells to ASSIGNEE all rights, title, and interest for all countries that ASSIGNOR may possess in and to the following:


- (1) the Trademark set forth in Schedule A;
- (2) the Applications and Registration set forth in Schedule A;
- (3) the Domain Names set forth in Schedule B;
- (4) the Social Media Assets set forth in Schedule C; and

(5) any other registered or unregistered trademarks owned or used anywhere in the world by ASSIGNOR or any of its licensees which include or are comprised of "IVXX";


together with any and all goodwill, which is ongoing and existing, symbolized by said Trademark, Applications and Registration, Domain Names, and other registered or unregistered trademarks or service marks which include or are comprised of "IVXX" owned or used anywhere in the world by ASSIGNOR or any of its licensees. The assignment includes the portion of ASSIGNOR's business relating to which the applications for the Mark based on an intent to use pertain..

Executed this 28 day of March 2016.

TERRA TECH, INC.

By: 
Name: Derek Peterson
Title: CEO
Date: 3.28.16

BE GREEN MEDIA, LLC

By: 
Name: Bianca Barnhill
Title: CEO
Date: 3/28/16

SCHEDULES TO TRADEMARK ASSIGNMENT

SCHEDULE A

Trademark: IVXX

Mark	Reg. No./ Serial No.	Goods/Services
IVXX	4,400,287 85/979163	25: Apparel, namely, T-shirts, shirts, shorts, pants, sweatshirts, sweatpants, jackets, hats, visors, shoes, sandals, dresses, skirts, underwear, socks, bathing suits and belts
IVXX	85/350124	16: Providing a magazine featuring fashion, culture and society, namely, a magazine inspired by art and fashion that embraces individual expression, stories of survivors and trailblazers, and highlighting modern day heroes that are creating change in the world through spirituality and a higher consciousness
IVXX	86/102512	11: electronic cigarettes; electric vaporizers, namely, smokeless cigarette vaporizer pipes; smoking pipes; smoking devices, namely, electronic smoking pipes; personal electronic smoking pipes
IVXX	86/227675	32: water, flavored water, energy drinks 41: entertainment, namely, a continuing news show featuring fashion, culture and society broadcast over television, radio and internet; television and film production, sporting and cultural activities, motion picture films, live musical performances 43: hotel services, restaurant and cafe, bar services, lounge services
IVXX	86543640	34: rolling papers, lighters, rolling trays, shredders, pouches, grinders

SCHEDULE B

Domain Names: IVXXONLINE.COM
IVXXELEVATE.COM

SCHEDULE C

Social Media Assets:

@IVXXONLINE

Facebook
Instagram
Pinterest
Twitter
YouTube
Massroots
Snapchat

@IVXXCLOTHING

Pinterest

@IVXXCANNABIS

Facebook
Instagram
Twitter
YouTube