

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Bettina Breckenfeld		07/22/2016	INDIVIDUAL:
Darrell Breckenfeld		07/22/2016	INDIVIDUAL:
RECEIVING PARTY DATA			
Name:	Entertainment Marketing Concepts, LLC		
Street Address:	3887 Rockfield Ct.		
City:	Carlsbad		
State/Country:	CALIFORNIA		
Postal Code:	92010		
Entity Type:	Limited Liability Company: CALIFORNIA		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	3697995	100% CERTIFIED COOL	
Registration Number:	3844188	100% CERTIFIED COOL	
Registration Number:	3756635	THE COOL FACTOR	
Registration Number:	3642607	THE COOL FACTOR	
Registration Number:	4891507	THE COOL FACTOR	
CORRESPONDENCE DATA			
Fax Number:	8583451067		
<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:	8583451067		
Email:	Pollie@gandalegal.com		
Correspondent Name:	Pollie Gautsch		
Address Line 1:	665 San Rodolfo Dr. #124-209		
Address Line 4:	Solana Beach, CALIFORNIA 92075		
ATTORNEY DOCKET NUMBER:	Breckenfeld		
NAME OF SUBMITTER:	Pollie Gautsch		
SIGNATURE:	/pg/		
DATE SIGNED:	07/28/2016		

OP \$140.00 3697995

Total Attachments: 2

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Assignment of Trademark

THIS ASSIGNMENT OF TRADEMARKS is made by and between Breckenfeld, Bettina and Breckenfeld, Darrell both individuals residing at at 13126 Glandt Ct., Corona, CA 92883, (“Assignors”), and Entertainment Marketing Concepts, LLC at 3887 Rockfield Ct., Carlsbad, CA 92010 (Assignee”).

WHEREAS, Assignor owns the trademarks and common law rights therein to the following registrations filed with the United States Patent and Trademark Office:

Registration number 3697995 for the trademark 100% CERTIFIED COOL in class 25 for “Apparel, namely, t-shirts, shirts, shorts, pants, sweatshirts, sweatpants, jackets, hats, visors, shoes, sandals, jackets, underwear, socks, and belts.”

Registration number 3844188 for the trademark 100% CERTIFIED COOL in class 18 for “carry-all bags; handbags; beach bags; tote bags; backpacks; purses, athletic bags, general purpose bags, fanny packs, wallets, umbrellas, duffel bags, in class 21 for “ mugs, cups; dishes; lunch boxes; bottles sold empty; bowls; plates; bottle openers, aluminum water bottles, sold empty; plastic drinking bottles, sold empty; figurines of glass” and in class 28 for “toys, namely, dolls, board games, modeled plastic toy figurines and bobble heads dolls, dog toys, trading card games.”

Registration number 3756635 for the trademark THE COOL FACTOR in class 09 for “Digital recordings, namely, prerecorded compact discs and DVDs featuring how to's, self-improvement, self-help, personal growth, and inspirational topics; Motion pictures featuring self-improvement, self-help, personal growth, and inspirational topics; educational software recorded on CD-ROM featuring instruction on personal growth, self-improvement, self-help, and inspirational topics; electronic publications, namely, digital books and magazines featuring self-improvement, self-help, personal growth, and inspirational topics recorded on computer media; prerecorded audio tapes, video tapes, laser discs, multimedia software recorded on interactive CD-ROMs featuring self-improvement, self-help, personal growth, and inspirational topics,” and in class 16 for “Paper articles, namely, books, magazines, newsletters, calendars, greeting cards, posters, book covers, and book marks, all featuring artwork and articles, interviews, references, and quotations on self-help, self-improvement, personal growth, inspirational; series of non-fiction books in the field of self improvement, intended to motivate; printed instructional, teaching and education materials in the field of self improvement, intended to motivate, trading cards.”

Registration number 3642607 for the trademark THE COOL FACTOR in class 09 for “Digital recordings, namely, prerecorded compact discs and DVDs featuring how to's, self-improvement, self-help, personal growth, and inspirational topics; Motion pictures featuring self-improvement, self-help, personal growth, and inspirational topics; educational software recorded on CD-ROM featuring instruction on personal growth, self-improvement, self-help, and inspirational topics; electronic publications, namely, digital books and magazines featuring self-improvement, self-help, personal growth, and inspirational topics recorded on computer media; prerecorded audio tapes, video tapes, laser discs, multimedia software recorded on interactive CD-ROMs featuring self-improvement, self-help, personal growth, and inspirational topics,” in class 16 for “Paper articles, namely, books, magazines, newsletters, calendars, greeting cards, posters, book covers, and book marks, all featuring artwork and articles, interviews, references, and quotations on self-help, self-improvement, personal growth, inspirational; series of non-fiction books in the field of self improvement, intended to motivate; printed instructional, teaching and education materials in the field of self improvement, intended to motivate, trading cards,” and in class 41 for “Business training, namely, workshops,

seminars and travel seminars in the field of information and how to's regarding industry innovators, branding, marketing; education and entertainment services, namely, lectures, classes and seminars of information and how to's regarding industry innovators, branding, marketing; training courses in strategic planning relating to advertising, promotion, marketing and business, namely, courses featuring information and how to's regarding industry innovators, branding, marketing; production of a continuing television and radio program about information and how to's regarding industry innovators, branding, marketing accessible by radio, television, satellite, audio, video and computer networks."

Registration number 4891507 for the trademark THE COOL FACTOR in class 25 for "Apparel, namely, t-shirts, shirts, shorts, pants, sweatshirts, sweatpants, jackets, hats, visors, shoes, sandals, jackets, underwear, socks, and belts."

WHEREAS, Assignee is desirous of acquiring all right, title and interest in the Trademarks, and the goodwill associated therewith,

WHEREAS, Assignee is acquiring the entire business or portion thereof to which the Trademarks pertain;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor assigns to Assignee all of their right, title and interest in the Trademark and the Trademark Registrations, together with the goodwill associated therewith; the Applications as part of the entire business or portion thereof to which the Trademarks therein pertain as required by 15 U.S.C. section 1060; and all rights of action accrued, accruing and to accrue under and by virtue hereof, including, without limitation, its right to sue for and collect damages for infringement or other violations of the same, including for past infringements or other violations. Assignor hereby agrees to execute all such documents as may be required to transfer and, when applicable, to record the transfer of the Trademark and the Trademark Registrations.

IN WITNESS WHEREOF, this Assignment of Trademarks has been duly executed to be effective as of July 22, 2016.

Assignors:

Breckenfeld, Bettina

Breckenfeld, Darrell

By: 

By: 

Assignee:

Entertainment Marketing Concepts, LLC

By: 