

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM406366

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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 |
| BlueBanana Group LLC | | 11/15/2016 | Limited Liability Company: DELAWARE |
| RECEIVING PARTY DATA | | | |
| Name: | Rudell Design, LLC | | |
| Street Address: | 2020 Del Amo Blvd., Suite 200 | | |
| City: | Torrance | | |
| State/Country: | CALIFORNIA | | |
| Postal Code: | 90501 | | |
| Entity Type: | Limited Liability Company: CALIFORNIA | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 4902662 | CURL-A-DOG | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 3103944477 | | |
| <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: | 310-451-0647 | | |
| Email: | tmk@cislo.com, laura@cislo.com | | |
| Correspondent Name: | Daniel M. Cislo | | |
| Address Line 1: | 12100 Wilshire Blvd., Suite 1700 | | |
| Address Line 4: | Los Angeles, CALIFORNIA 90025 | | |
| NAME OF SUBMITTER: | Daniel M. Cislo | | |
| SIGNATURE: | /Daniel M. Cislo/ | | |
| DATE SIGNED: | 11/22/2016 | | |
| Total Attachments: 1 source=Assignment#page1.tif | | | |

CH \$40.00 4902662

QUITCLAIM TRADEMARK & URL
ASSIGNMENT

WHEREAS, the undersigned BlueBanana Group LLC, a Delaware limited liability company having its principal place of business located at 10 West 33rd Street- Suite 516, New York, New York 10001, (hereinafter ASSIGNOR), a developer and creator of many businesses, has developed a business project hereinafter the "CURL-A-DOG Business" pertaining specifically to the exploitation, sales, and marketing of the mark CURL-A-DOG and its associated goods including those listed in U.S.P.T.O. International class 8. US 023 028 044. G & S: which are listed as Cooking utensils, namely, hot dog and sausage cutters and includes (hereinafter the MARK), which is a Federal Trademark Registration No. 4,902,662 at the United States Patent and Trademark Office (hereinafter the MARK);

WHEREAS, Rudell Design, LLC, a California limited liability company having its principal place of business located at 2020 Del Amo Blvd., Suite 200, Torrance, California, 90501 (hereinafter ASSIGNEE), and the successor to the ongoing and existing CURL-A-DOG business of ASSIGNOR and the MARK, limited specifically to which the MARK pertains, and who is desirous of acquiring the CURL-A-DOG Business, the MARK, the goodwill symbolized thereby, and the aforementioned trademark registration No. 4,902,662 at the United States Patent and Trademark Office, therefore; and

WHEREAS, ASSIGNOR is assigning CURL-A-DOG Business, the MARK and the aforementioned trademark registration No. 4,902,662 at the United States Patent and Trademark Office to which the MARK pertains, along with good will thereof, with no limitations placed on ASSIGNEE'S rights to expand the Curl-A-Dog Business or the MARK;

NOW, THEREFORE, in compliance with the terms and conditions of a now-terminated license agreement between the parties, ASSIGNOR hereby assigns to ASSIGNEE all right, title, and interest in and to the CURL-A-DOG Business, the MARK, trademark registration No. 4,902,662 at the United States Patent and Trademark Office, the assets of the MARK, the goodwill associated therein, and any other trademark registration of the MARK.

AND, as part of this Quitclaim Assignment, ASSIGNOR makes no representations or warranties, either express or implied, as the adequacy of sufficiency of the MARK, its freedom from defects of any kind, including freedom from any claim of infringement that may result from the use thereof. This Quitclaim Assignment provides no warranties, including warranties of title.

AND, ASSIGNOR understands and agrees that per the terms of the License Agreement, upon termination of said License Agreement the URL www.curladog.com shall be the property of the ASSIGNEE, and ASSIGNOR and/or ASSIGNOR'S IT Representative shall transfer to ASSIGNEE the URL www.curladog.com to ASSIGNEE, and actively and fully cooperate with ASSIGNEE and/or ASSIGNEE'S IT Representative to ensure complete transfer of said URL to ASSIGNEE.

Counterparts. This Agreement may be executed in one or more counterparts, each of which shall be deemed to be an original, and all of which together shall constitute one and the same Agreement. This Agreement may be executed and delivered via electronic transmission (including, without limitation, through e-mail exchange of executed PDF reproductions of this Agreement) with the same force and effect as if it were executed and delivered by the parties simultaneously in the presence of one another.

IN WITNESS WHEREOF, the said ASSIGNOR has executed and delivered this instrument this day of 11-15, 2016.

BlueBanana Group, LLC

Signature

MARVIN AZRAK

Name

PRESIDENT

Officer Title

TRADEMARK