

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Joe Shortal		07/29/2004	INDIVIDUAL: UNITED STATES

RECEIVING PARTY DATA	
Name:	Joe Shortal
Street Address:	2222 E. Washington Blvd., Suite B
City:	Los Angeles
State/Country:	CALIFORNIA
Postal Code:	90021
Entity Type:	INDIVIDUAL: UNITED STATES
Name:	James Blondell
Street Address:	2222 E. Washington Blvd., Suite B
City:	Los Angeles
State/Country:	CALIFORNIA
Postal Code:	90021
Entity Type:	INDIVIDUAL: UNITED STATES

PROPERTY NUMBERS Total: 2		
Property Type	Number	Word Mark
Serial Number:	76524159	BITCH SLAP
Serial Number:	76524160	BITCH SLAP

CORRESPONDENCE DATA	
Fax Number:	(310)820-5988
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	310/207-3800
Email:	dax_alvarez@bstz.com
Correspondent Name:	Blakely Sokoloff Taylor & Zafman LLP
Address Line 1:	12400 Wilshire Blvd., 7th Floor
Address Line 2:	c/o Dax Alvarez, Esq.

CH \$65.00 76524159

Address Line 4: Los Angeles, CALIFORNIA 90025

ATTORNEY DOCKET NUMBER:

006124.A006

NAME OF SUBMITTER:

Dax Alvarez, Esq.

Total Attachments: 3

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ASSIGNMENT OF TRADEMARKS
AND
THE UNITED STATES
APPLICATIONS FOR REGISTRATION THEREOF

WHEREAS, Joe Shortal, an individual and citizen of the United States having a place of business at 2222 E. Washington Boulevard, Suite B, Los Angeles, California 90021 ("ASSIGNOR"), has acquired or adopted, and used, and thereby own all rights, title and interests in and to (i) the trademarks and (ii) the United States applications for registration thereof identified in Exhibit A attached hereto and by this reference incorporated into and made a part hereof (the "Marks", and "Applications", respectively), together with the goodwill of the business appurtenant to said Marks; and

WHEREAS, ASSIGNOR is assigning the Marks and the Applications as part of the entire business to which the Marks pertain as required by 15 U.S.C. § 1060; and

WHEREAS, Joe Shortal and James Blondell, individuals and citizens of the United States, having a place of business at 2222 East Washington Boulevard, Suite B, Los Angeles, California 90021 ("ASSIGNEES") the successor of the ongoing and existing business to which the Marks pertain is desirous of acquiring said Marks and the Applications therefor; and

WHEREAS, in order to effectuate ASSIGNOR'S assignment of his entire rights, title and interest in and to the Marks and Applications and the goodwill appurtenant thereto, to ASSIGNEES, ASSIGNOR is executing this instrument of Assignment.

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, ASSIGNOR does hereby sell, assign, convey and transfer unto ASSIGNEES, their successors, assigns and legal representatives, his full and entire rights, title and interests in and to the Marks and Applications identified in said Exhibit A, and the attendant goodwill symbolized by the Marks, the same to vest in the ASSIGNEES, including, without limitation, the ownership of all causes of action for, and claims for damages by reason of, the infringement of any of the Marks by other parties, which causes of action and claims arose prior to the date of execution hereof.

ASSIGNOR hereby agrees that the ASSIGNEES shall have the right to record this instrument of assignment in the United States Patent and Trademark Office, so as to establish the ASSIGNEES as owners of record of the Marks and Applications.

ASSIGNOR further agrees, at the request of the ASSIGNEES and without charge or cost to the ASSIGNEES, to (i) execute and have executed any and all other documents of any kind whatsoever, and to provide whatever information may be required, to carry out the terms and intent of this Assignment; and (ii) fully cooperate with ASSIGNEES, as reasonably required, to enable ASSIGNEES to duly record this

instrument of assignment with the United States Patent and Trademark Office, so that ASSIGNEES' ownership of the Marks and Applications is duly made of record.

IN WITNESS WHEREOF, ASSIGNOR has caused this instrument to be executed on the date indicated below.

JOE SHORTAL
("ASSIGNOR")

Dated: 7/29, 2004

By: Joe Shortal
Joe Shortal

EXHIBIT A

MARK	COUNTRY	SERIAL NO.	FILING DATE
BITCH SLAP Classes 9, 25, 41	United States	76/524,159	06/20/03
BITCH SLAP Class 30	United States	76/524,160	06/20/03

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