

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
EFFECTIVE DATE:	07/16/2007

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Lemonade, LLC		07/16/2007	LIMITED LIABILITY COMPANY: CONNECTICUT

RECEIVING PARTY DATA

Name:	Mr. Robert Patton
Street Address:	27 Royle Road
City:	Darien
State/Country:	CONNECTICUT
Postal Code:	06820
Entity Type:	INDIVIDUAL: UNITED STATES

PROPERTY NUMBERS Total: 5

Property Type	Number	Word Mark
Serial Number:	77122434	LEMONADE
Serial Number:	77122380	LEMONADE
Serial Number:	77122400	
Serial Number:	77122444	CONSUMER GENERATED COMMERCE
Serial Number:	77122416	E-COMMERCE FOR EVERYONE

CORRESPONDENCE DATA

Fax Number: (914)941-6091
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: (914) 941-5668
 Email: jcollen@collenip.com, pmulhern@collenip.com
 Correspondent Name: Jess M. Collen
 Address Line 1: The Holyoke-Manhattan Building,
 Address Line 2: 80 South Highland Avenue

OP \$140.00 77122434

Address Line 4: Ossining, NEW YORK 10562

ATTORNEY DOCKET NUMBER:

G653

NAME OF SUBMITTER:

Jess M. Collen

Signature:

/Jess M. Collen/

Date:

07/30/2007

Total Attachments: 4

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**RECORDATION FORM COVER SHEET
TRADEMARKS ONLY**

Mail Stop Assignment Recordation Services, RE: Our File: TL95
Director of the United States Patent and
Trademark Office, P.O. Box 1450,
Alexandria VA 22313-1450

1. <u>Name (and address) of conveying party(ies)</u> Lemonade, LLC 19 Patton Drive Darien, Connecticut 06820	2. <u>Name and Address of receiving party(ies)</u> Robert Patton 27 Royle Road Darien, Connecticut 06820
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<input type="checkbox"/> Individual <input type="checkbox"/> Association <input type="checkbox"/> General Partnership <input type="checkbox"/> Limited Partnership <input type="checkbox"/> Corporation- <input checked="" type="checkbox"/> Other - Limited Liability Company	<input checked="" type="checkbox"/> Individual(s) citizenship <input type="checkbox"/> Association <input type="checkbox"/> General Partnership <input type="checkbox"/> Limited Partnership <input type="checkbox"/> Corporation- <input type="checkbox"/> Other -
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If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No

3. Nature of conveyance:

<input checked="" type="checkbox"/> Assignment; <input type="checkbox"/> Security Agreement; <input type="checkbox"/> Other;	<input type="checkbox"/> Merger <input type="checkbox"/> Change of Name <input type="checkbox"/> Change of Address
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Execution Date: July 16, 2007

4. Application number(s) or registration number(s):

A. Trademark Application No.(s) 77/122,434 77/122,380 77/122,400 77/122,444 77/122,416	B. Trademark Reg. No.(s)
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Additional numbers attached Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

COLLEN IP
Intellectual Property Law, P.C.
The Holyoke-Manhattan Building
80 South Highland Avenue
Town of Ossining
Westchester County, New York 10562

6. Total number of applications/registrations involved: 5

7. Total fee (37 CFR 3.41) \$140.00

- () Enclosed
(X) Authorized to be charged to deposit account
() Already submitted
-

8. Deposit account number:
03-2465

(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

9. To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Jess M. Collen
Name of person signing


Signature

July 30, 2007
Date

Total number of pages comprising cover sheet, attachments and documents: 4

JMC/MC:pm
Enclosure: Assignment document

NOTE: IF THERE IS ANY FEE DUE AT THIS TIME, PLEASE CHARGE IT TO OUR DEPOSIT ACCOUNT NO. 03-2465 AND ADVISE.

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TRADEMARK
REEL: 003591 FRAME: 0392

Exhibit A

ASSIGNMENT OF TRADEMARK

This assignment ("Assignment") is made on the 16th day of July, 2007, between LEMONADE, LLC, a Connecticut limited liability company ("ASSIGNOR") and Robert Patton, an individual having an address at 27 Royle Road, Darien, CT 06820 ("ASSIGNEE").

WHEREAS, ASSIGNOR has adopted and has a bona fide intent in using the trademark(s), service mark(s), logo(s) and slogan(s) (all of the foregoing, collectively, the "Mark(s)") for which it filed applications in the United States Patent and Trademark Office as set forth on Schedule 1 attached hereto; and;

WHEREAS, ASSIGNEE is desirous of acquiring any and all right, title and interest that ASSIGNOR may have in and to the Mark(s) and the application(s) thereof, together with the goodwill and/or the portion of the ASSIGNOR's business to which the Mark(s) pertain, along with the right to recover for damages and profits for past infringements thereof;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, and intending to be legally bound hereby, ASSIGNOR does hereby assign, sell, and transfer to ASSIGNEE, its successors and assigns, all its right, title, and interest in and to the Mark(s) and application(s) therefor for the United States and throughout the universe, together with the goodwill and/or the portion of the ASSIGNOR's business to which the Mark(s) pertain, along with the right to recover for damages and profits for past infringements thereof.

ASSIGNOR agrees to execute and deliver at the request of the ASSIGNEE, all papers, instruments and assignments, and to perform any other reasonable acts the Assignee may require in order to vest all ASSIGNOR's rights, title, and interest in and to the said Mark(s) and application(s) in the ASSIGNEE and/or provide evidence to support any of the foregoing in the event such evidence is deemed necessary by the ASSIGNEE, to the extent such evidence is in the possession or control of ASSIGNOR.

IN TESTIMONY WHEREOF, ASSIGNOR has duly executed this Assignment.

Assignor - LEMONADE, LLC

By: 

Name: THOMAS R. ZAWACKI

Title: MEMBER

Dated: July 16, 2007

Schedule 1

1: U.S. Trademark Application

Applicant : Lemonade, LLC
Mark : LEMONADE (Word Mark)
Serial No. : 77/122434
Filing Date : March 5, 2007

2: U.S Trademark Application

Applicant : Lemonade, LLC
Mark : LEMONADE (STYLIZED)

lemnade

Serial No. : 77/122380
Filing Date : March 5, 2007

3: U.S Trademark Application

Applicant : Lemonade, LLC
Mark : MISCELLANEOUS DESIGN
Serial No. : 77/122400
Filing Date : March 5, 2007

4: U.S Trademark Application

Applicant : Lemonade, LLC
Mark : CONSUMER GENERATED COMMERCE(Word Mark)
Serial No. : 77/122444
Filing Date : March 5, 2007

5: U.S. Trademark Application

Applicant : Lemonade, LLC
Mark : E-COMMERCE FOR EVERYONE (Word Mark)
Serial No. : 77/122416
Filing Date : March 5, 2007