

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
EAST COAST GYM, INC.		11/06/2008	CORPORATION: CONNECTICUT
RECEIVING PARTY DATA			
Name:	CHARLES J. DESJARDINS		
Street Address:	20 NEW PARK AVENUE		
City:	HARTFORD		
State/Country:	CONNECTICUT		
Postal Code:	06106		
Entity Type:	INDIVIDUAL: UNITED STATES		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2645955	GORILLA	
CORRESPONDENCE DATA			
Fax Number:	(860)527-5029		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	8605279211		
Email:	alixyaleristas@gmail.com		
Correspondent Name:	NANCY KENNEDY		
Address Line 1:	750 MAIN ST		
Address Line 2:	ALIX, YALE & RISTAS, LLP		
Address Line 4:	HARTFORD, CONNECTICUT 06103		
ATTORNEY DOCKET NUMBER:	DES/T08/41/US		
NAME OF SUBMITTER:	NANCY KENNEDY		
Signature:	/NANCY KENNEDY/		
Date:	11/12/2008		

CH \$40.00 2645955

Total Attachments: 2

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TRADEMARK ASSIGNMENT

This Assignment, effective as of the date below, is between East Coast Gym, Inc., a Connecticut corporation having a principal place of business at 20 New Park Avenue, Hartford, Connecticut 06106 ("Assignor"), and Charles J. Desjardins, an individual with a principal address at 20 New Park Avenue, Hartford, Connecticut 06106 ("Assignee").


WHEREAS, Assignor is the owner of the entire right, title and interest in and to, and good will associated with, U.S. Service Mark Registration No. 2645955 for GORILLA used with "weight-lifting and health club services" in international class 41; and "retail store services in the field of weights and weight-lifting equipment, belts, gloves, vitamins and protein powders, and dietary supplements" in international class 42 (the "Registration");

WHEREAS, Assignee is desirous of acquiring the entire right, title and interest in and to, and good will associated with, the Registration;

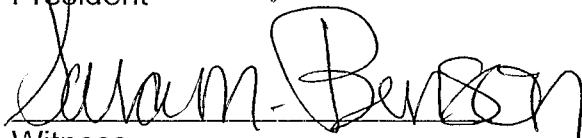
WHEREAS, Assignor is desirous of transferring to Assignee its entire right, title and interest in and to, and good will associated with, the Registration;

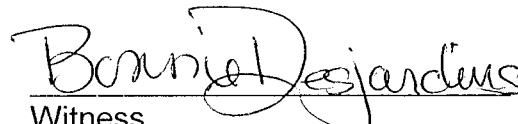
NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN, be it known that for and in consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee, its successors and assigns, the entire right, title and interest in and to the Registration, the right to recover for past infringement thereof, and any good will associated therewith and which is symbolized by the Registration.

On behalf of Assignor,
East Coast Gym, Inc.:


Charles J. Desjardins
President

11/6/08
Date


Susan Benson
Witness


Bonnie Desjardins
Witness