

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Romar International Corp.		12/18/2008	CORPORATION: NEW JERSEY

**RECEIVING PARTY DATA**

<b>Name:</b>	Idea Factory Associates LLC
<b>Street Address:</b>	1369 Broadway
<b>Internal Address:</b>	4th Floor
<b>City:</b>	New York
<b>State/Country:</b>	NEW YORK
<b>Postal Code:</b>	10018
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: NEW YORK

**PROPERTY NUMBERS Total: 12**

Property Type	Number	Word Mark
Serial Number:	77210505	ABSORBS THE HITS OF EVERYDAY LIFE!
Serial Number:	77251156	EXTREME GEAR
Serial Number:	77251167	IMPACTAPAD
Serial Number:	77328498	RENEE DANIEL
Serial Number:	77466075	YOM YOM
Registration Number:	3386569	BODY COUTURE
Registration Number:	3200431	EXTREME GEAR
Registration Number:	3088330	PASSPORT
Registration Number:	3070551	TEKWAVES
Registration Number:	3461994	TICKLES
Registration Number:	3436853	WHATEVER WHENEVER
Registration Number:	3521738	ZIORDIA

CH \$315.00 77210505

CORRESPONDENCE DATA

Fax Number: (212)336-8001

*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*

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Correspondent Name: Chester Rothstein, Esq. [43107/3]

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Address Line 2: 90 Park Avenue

Address Line 4: New York, NEW YORK 10016

ATTORNEY DOCKET NUMBER:	43107-0003
NAME OF SUBMITTER:	Chester Rothstein
Signature:	/Chester Rothstein/
Date:	02/19/2009

**Total Attachments: 3**

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## TRADEMARK ASSIGNMENT

WHEREAS, Romar International Corp., a corporation organized and existing under the laws of the State of New Jersey, having a principal place of business at 1369 Broadway, 4<sup>th</sup> Floor, New York, NY 10018 (“Assignor”), has adopted and used the trademarks shown on Schedule A (“the Trademarks”) and is the owner of certain trademark applications and registrations for the Trademarks including but not limited to those also shown on Schedule A (“the Applications and Registrations”), and all goodwill associated therewith; and

WHEREAS, Idea Factory Associates LLC, a limited liability company organized and existing under the laws of the State of New York, having a principal place of business at 1369 Broadway, 4<sup>th</sup> Floor, New York, NY 10018 (“Assignee”), is desirous of acquiring all right, title and interest to the Trademarks, the Applications and Registrations, and all goodwill associated therewith;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns and transfers to Assignee all of Assignor’s right, title and interest throughout the world to the Trademarks, the Applications and Registrations, together with the goodwill of the business symbolized thereby and/or associated therewith, and to the extent this Assignment is for a mark or marks which are the subject of an application or applications under §1(b) of the U.S. Trademark Act, 15 U.S.C. Section 1051(b) or any other applicable law, for which a Statement of Use has not yet been filed in the U.S. Patent and Trademark Office or any other applicable filing office, this Assignment is to a successor to the business of the Assignor or to a successor to the segment and/or portion

of the Assignor's business to which the mark which is the subject of such application specifically pertains.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be signed in its corporate name by its duly authorized officer this 18<sup>th</sup> day of December, 2008.

ROMAR INTERNATIONAL CORP.

By: 

David Steinberg  
President

**SCHEDULE A**

<b>COUNTRY</b>	<b>MARK</b>	<b>REG. NO. (APP. NO.)</b>	<b>REG. DATE (APP. DATE)</b>
CROATIA	YOM YOM	(Z20082453A)	(NOVEMBER 19, 2008)
EUROPEAN UNION	YOM YOM	(007463631)	(NOVEMBER 21, 2008)
MEXICO	YOM YOM	(974306)	(NOVEMBER 14, 2008)
MEXICO	YOM YOM	(974305)	(NOVEMBER 14, 2008)
PANAMA	YOM YOM	(177190-01)	(NOVEMBER 19, 2008)
PANAMA	YOM YOM	(177191-01)	(NOVEMBER 19, 2008)
UNITED STATES	ABSORBS THE HITS OF EVERYDAY LIFE	(77/210,505)	(JUNE 20, 2007)
UNITED STATES	BODY COUTURE	3,386,569	FEBRUARY 19, 2008
UNITED STATES	EXTREME GEAR	(77/251,156)	(AUGUST 09, 2007)
UNITED STATES	EXTREME GEAR	3,200,431	JANUARY 23, 2007
UNITED STATES	IMPACTAPAD	(77/251,167)	(AUGUST 09, 2008)
UNITED STATES	PASSPORT	3,088,330	MAY 02, 2008
UNITED STATES	RENEE DANIEL	(77/328,498)	(NOVEMBER 13, 2007)
UNITED STATES	TEKWAVES	3,070,551	MARCH 21, 2006
UNITED STATES	TICKLES	3,461,994	JULY 08, 2008
UNITED STATES	WHATEVER WHENEVER	3,436,853	MAY 27, 2008
UNITED STATES	YOM YOM	(77/466,075)	(MAY 05, 2008)
UNITED STATES	ZIORDIA	3,521,738	OCTOBER 21, 2008