

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
The Ultimate Umbrella Company, Inc.		11/23/2010	CORPORATION: FLORIDA
RECEIVING PARTY DATA			
Name:	Tuuci Worldwide, LLC		
Street Address:	2900 N.W. 35th Street		
City:	Miami		
State/Country:	FLORIDA		
Postal Code:	33142		
Entity Type:	LIMITED LIABILITY COMPANY: FLORIDA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2713424	TUUCI	
CORRESPONDENCE DATA			
Fax Number:	(305)858-0008		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	3058588000		
Email:	msantana@malloylaw.com		
Correspondent Name:	Jennie S. Malloy		
Address Line 1:	2800 S.W. 3rd Avenue		
Address Line 4:	Miami, FLORIDA 33129		
ATTORNEY DOCKET NUMBER:	2.068.09		
NAME OF SUBMITTER:	Jennie S. Malloy		
Signature:	/Jennie S. Malloy/		
Date:	12/16/2010		

OP \$40.00 2713424

Total Attachments: 2

source=Assignment of Trademark Rights#page1.tif

source=Assignment of Trademark Rights#page2.tif

ASSIGNMENT OF TRADEMARK RIGHTS

WHEREAS, **The Ultimate Umbrella Company, Inc.**, a corporation of the State of Florida (hereinafter "Assignor"), with an address of 2900 S.W. 35th Street, Miami, Florida 33142 adopted, used and has been using the mark "TUUCI" (both alone and in combination with unique lettering style and/or logo) for use on **umbrellas, namely, patio umbrellas, café and market umbrellas, recreational and beach umbrellas, and for outdoor seating, namely, chairs, tables, lounges, outdoor beds, pavilions, as well as on hammocks and awnings, shade structures for playgrounds and marine use,** and further, obtained a registration for the mark TUUCI, namely, U.S. Registration No. 2,713,424 which issued on May 6, 2003, and which remains in full force and effect, by virtue of the Assignor's continuous and exclusive use of the mark in connection with said goods noted above; and

WHEREAS, the Assignor has applied to register its TUUCI mark(s) in one or more foreign countries, such as in Brazil, by way of Application Nos. 2307-027-26502 and 2307-027-26529 filed on April 30, 2007 and May 2, 2007 and in Europe by way of CTM Application No. 3019817 filed on January 23, 2003, for which registration is expect to soon be granted; and

WHEREAS, the Assignor has been the sole owner of said trademark(s) and said registration, and of all rights thereunder; and

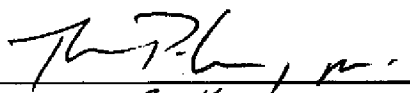
WHEREAS, **Tuuci Worldwide, LLC**, a corporation of the State of Florida, (hereinafter "Assignee"), with an address of 2900 N.W. 35th Street, Miami, Florida 33142, desires to acquire all rights and interests in and to the aforesaid trademark(s), including the

goodwill associated therewith and in and to the aforesaid U.S. Trademark Registration No. 2,713,424 as well as in and to the aforesaid foreign trademark applications and/or registrations which may issue for the TUUCI mark(s).

NOW, THEREFORE, in exchange for good and valuable consideration, the receipt of which is hereby acknowledged, **Assignor, The Ultimate Umbrella Company, Inc.**, by this document, does hereby assign, transfer and set over unto the aforesaid **Assignee, Tuuci Worldwide, LLC**, the full and exclusive right, title and interest in and to the mark "TUUCI," including the logo/design used with same, together with the goodwill associated therewith and including U.S. Trademark Registration No. 2,713,424 therefore, and the aforesaid pending applications and/or registrations in foreign countries, for its own use and benefit in the territory of the United States of America and extending to all foreign countries, for that of its successors and assigns to the full end of the term for which said U.S. Trademark Registration and/or other registrations has/have been or will be granted, as fully and entirely as the same would have been held and enjoyed by Assignor, had this assignment not been made;

IN TESTIMONY WHEREOF, I hereunto set my hand and affix my seal at Miami, State of Florida, County of Dade, this 23 day of November, 2010.

The Ultimate Umbrella Company, Inc.

Signed: 
Print Name: THOMAS PARKER
Print Title: PRESIDENT