

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
Streetwise Concepts and Culture, Inc.		12/31/2010	CORPORATION:
RECEIVING PARTY DATA			
Name:	David Benveniste		
Street Address:	16000 Ventura Blvd., Ste. 600		
City:	Encino		
State/Country:	CALIFORNIA		
Postal Code:	91436		
Entity Type:	INDIVIDUAL: UNITED STATES		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	77400883	STREETWISE CONCEPTS AND CULTURE	
Serial Number:	77400871	STREETWISE	
CORRESPONDENCE DATA			
Fax Number:	(818)385-1973		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	3104899148		
Email:	jason@dwabiz.com		
Correspondent Name:	Jason J. Liberman		
Address Line 1:	16000 Ventura Blvd., Ste. 600		
Address Line 4:	Encino, CALIFORNIA 91436		
NAME OF SUBMITTER:	Jason J. Liberman		
Signature:	/Jason J. Liberman/		
Date:	01/25/2011		

OP \$65.00 77400883

Total Attachments: 4

source=Assignment (Streetwise - Executed)#page1.tif

source=Assignment (Streetwise - Executed)#page2.tif

source=Assignment (Streetwise Concepts - Executed)#page1.tif

source=Assignment (Streetwise Concepts - Executed)#page2.tif

TRADEMARK AND SERVICE MARK ASSIGNMENT

This Trademark and Service Mark Assignment ("Assignment") is made effective as of December 31, 2010 from Streetwise Concepts and Culture, Inc., a California corporation located at 9014 Melrose Avenue, West Hollywood, California 90069 ("Assignor"), to David Benveniste, an individual ("Assignee").

WHEREAS, Assignor is the owner of the trademark and service mark STREETWISE filed on February 19, 2008, Serial Number 77400871 ("Mark") together with the goodwill of the business symbolized thereby in connection with the goods and services on which the Mark is used; and

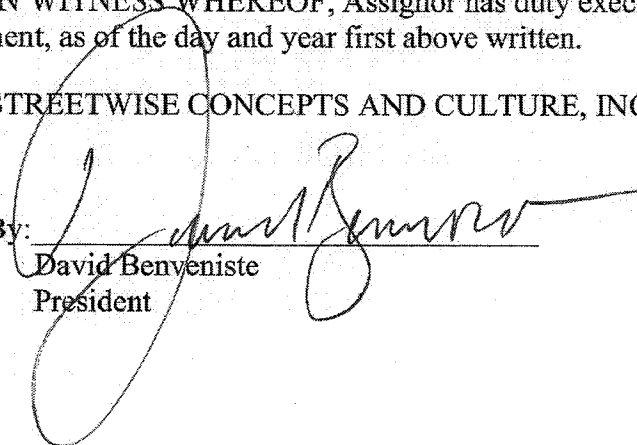
WHEREAS, Assignor desires to convey, transfer, assign, deliver, and contribute to Assignee all of its right, title, and interest in and to the Mark.

NOW, THEREFORE, in consideration of the payment of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby conveys, transfers, assigns, delivers, and contributes to Assignee all of Assignor's right, title, and interest of whatever kind in and to the Mark, together with (1) all income, royalties, and damages hereafter due or payable to Assignor with respect to the Mark, including without limitation, damages, and payments for past or future infringements and misappropriations of the Mark and (2) all rights to sue for past, present and future infringements or misappropriations of the Mark.

Assignor further covenants that it will execute all documents, papers, forms and authorizations and take all other actions that may be necessary for securing, completing, or vesting in Assignee full right, title, and interest in the Mark.

IN WITNESS WHEREOF, Assignor has duly executed under seal and delivered this Assignment, as of the day and year first above written.

STREETWISE CONCEPTS AND CULTURE, INC.

By: 
David Benveniste
President

STATE OF CALIFORNIA)

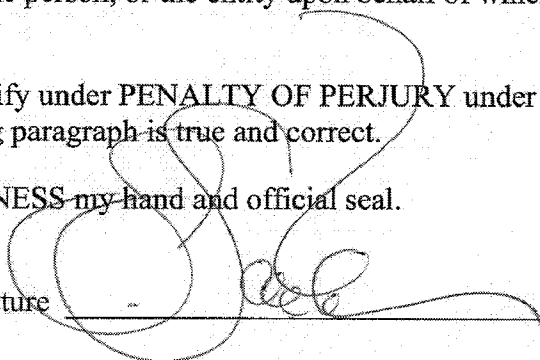
COUNTY OF LOS ANGELES)

On 1/25, 2011, before me, Sadler, Notary Public, personally appeared David Benveniste, who proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument, and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or the entity upon behalf of which the person(s) acted, executed the instrument.

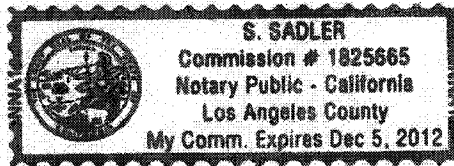
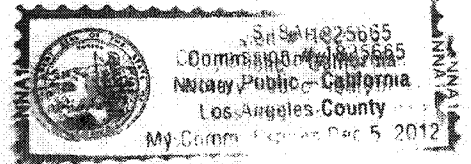
I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature



(Seal)



TRADEMARK AND SERVICE MARK ASSIGNMENT

This Trademark and Service Mark Assignment ("Assignment") is made effective as of December 31, 2010 from Streetwise Concepts and Culture, Inc., a California corporation located at 9014 Melrose Avenue, West Hollywood, California 90069 ("Assignor"), to David Benveniste, an individual ("Assignee").

WHEREAS, Assignor is the owner of the trademark and service mark STREETWISE CONCEPTS AND CULTURE filed on February 19, 2008, Serial Number 77400883 ("Mark") together with the goodwill of the business symbolized thereby in connection with the goods and services on which the Mark is used; and

WHEREAS, Assignor desires to convey, transfer, assign, deliver, and contribute to Assignee all of its right, title, and interest in and to the Mark.

NOW, THEREFORE, in consideration of the payment of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby conveys, transfers, assigns, delivers, and contributes to Assignee all of Assignor's right, title, and interest of whatever kind in and to the Mark, together with (1) all income, royalties, and damages hereafter due or payable to Assignor with respect to the Mark, including without limitation, damages, and payments for past or future infringements and misappropriations of the Mark and (2) all rights to sue for past, present and future infringements or misappropriations of the Mark.

Assignor further covenants that it will execute all documents, papers, forms and authorizations and take all other actions that may be necessary for securing, completing, or vesting in Assignee full right, title, and interest in the Mark.

IN WITNESS WHEREOF, Assignor has duly executed under seal and delivered this Assignment, as of the day and year first above written.

STREETWISE CONCEPTS AND CULTURE, INC.

By


David Benveniste
President

Trademark and Service Mark Assignment

Page 2 of 2

STATE OF CALIFORNIA)

COUNTY OF LOS ANGELES)

On 1/25, 2011, before me, Sadler, Notary Public, personally appeared David Benveniste, who proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument, and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature Sadler (Seal)

