

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
Parr, Inc.		06/14/2011	CORPORATION: GEORGIA
RECEIVING PARTY DATA			
Name:	Expansion Management Group, LLC		
Street Address:	4514 Chamblee Dunwoody Road		
Internal Address:	Suite 284		
City:	Atlanta		
State/Country:	GEORGIA		
Postal Code:	30338		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	3900771	LIFE SHOULD BE LESS ORDINARY	
Registration Number:	3900783	RISE ABOVE	
Registration Number:	3900800	FLAVORS NOT JUST INGREDIENTS	
Serial Number:	85044043	BLUE MOON PIZZA	
Serial Number:	85079346	FLATWICH	
CORRESPONDENCE DATA			
Fax Number:	(404)252-0970		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	4042520900		
Email:	jeff@sladlaw.com		
Correspondent Name:	Jeffrey B. Sladkus, Esq.		
Address Line 1:	1827 Powers Ferry Road		
Address Line 2:	Building 6, Suite 200		
Address Line 4:	Atlanta, GEORGIA 30339		

OP \$140.00 3900771

NAME OF SUBMITTER:	Jeffrey B. Sladkus
Signature:	/Jeffrey B. Sladkus/
Date:	06/14/2011
Total Attachments: 3 source=Federal Trademark Assignment#page1.tif source=Federal Trademark Assignment#page2.tif source=Federal Trademark Assignment#page3.tif	

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this "Assignment"), effective as of June ^{14th}, 2011 (the Effective Date") is made between Parr, Inc., a Georgia Corporation ("Assignor"), and Expansion Management Group, LLC, a Delaware Limited Liability Company ("Assignee").

WHEREAS, Assignor is the owner of, and desires to assign to Assignee, all right, title and interest in and to: (i) any and all trademark, and intellectual property rights, including rights of priority, and the US trademark registrations and applications for the marks/names identified on Exhibit A attached hereto ("the Marks"); and (ii) any and all goodwill of the business associated with the Marks; and

WHEREAS, Assignee desires to acquire the Marks and any and all goodwill of the business associated therewith from Assignor, subject to the terms and conditions of this Assignment; and

WHEREAS, Assignor and Assignee desire to confirm of record the assignment of the Marks and goodwill to Assignee;

NOW, THEREFORE, in consideration of the foregoing recitals, the mutual covenants and conditions contained herein, and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor and Assignee hereby agree as follows:

1. Assignor hereby assigns to Assignee all right, title and interest in and to the Marks, together with: (i) the goodwill symbolized by the Marks; (ii) all causes of action, claims and demands and other rights for, or arising from, any infringement or misappropriation, including past infringements and misappropriations, of the Marks; and (iii) any royalties or other consideration owed in connection with use of the Marks after the Effective Date.
2. Assignor further agrees without further consideration to cause to be performed such other lawful acts and to be executed such further assignments and other lawful documents as Assignee may from time to time reasonably request to effect fully this Assignment and to permit Assignee to be duly recorded as the registered owner of the Marks, goodwill and all other rights hereby conveyed.
3. Subject to the terms hereof, Assignee accepts such assignment of the Marks and goodwill.

[remainder of the page intentionally left blank.]

IN WITNESS WHEREOF, the parties have caused this Assignment to be duly executed by their respective authorized officers, all as of the day and year first above written.

ASSIGNOR:

ASSIGNEE:

Parr, Inc.

Expansion Management Group, LLC

Signed: *Kelvin Siau*
Name: Kelvin Siau
Title: President

Signed: *Peter Dayli*
Name: Peter Dayli
Title: President

EXHIBIT A

MARK

REGISTRATION/APPLICATION NO.

LIFE SHOULD BE LESS ORDINARY

U.S. Registration No. 3,900,771

RISE ABOVE

U.S. Registration No. 3,900,783

FLAVORS NOT JUST INGREDIENTS

U.S. Registration No. 3,900,800

BLUE MOON PIZZA

U.S. Application Serial No. 85/044,043

FLATWICH

U.S. Application Serial No. 85/079,346