

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
Pureplay, LLC		09/20/2011	LIMITED LIABILITY COMPANY: NEW YORK

RECEIVING PARTY DATA

Name:	Regeneration Partners, LLC
Street Address:	135 West 26th Street (10th Floor)
City:	New York
State/Country:	NEW YORK
Postal Code:	10010
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 8

Property Type	Number	Word Mark
Registration Number:	3521585	PUREPLAY
Registration Number:	3876065	PLAYBACK
Registration Number:	3942954	
Registration Number:	3942375	
Registration Number:	3959536	BETTER BY RECYCLING
Serial Number:	77962126	PLAYBACK
Serial Number:	85083908	CLOTHES FOR THE REGENERATION
Serial Number:	77333075	ECO-LOGIC

CORRESPONDENCE DATA

Fax Number: (954)332-1346
 Phone: 954-433-2833
 Email: XHeller8@aol.com

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

OP \$215.00 3521585

Correspondent Name: Steven Heller c/o Koutoulas & Relis
Address Line 1: 1776 N Pine Island Road
Address Line 2: Suite 316
Address Line 4: Plantation, FLORIDA 33322

NAME OF SUBMITTER:	Steven Heller
Signature:	/Steven Heller/
Date:	10/26/2011
Total Attachments: 2 source=Regen TM Assmt PDF001#page1.tif source=Regen TM Assmt PDF001#page2.tif	

Assignment of Trademark

FOR the sum of \$10.00 and other good and valuable consideration the receipt and sufficiency of which is hereby acknowledged, the undersigned assignor, Pureplay LLC, a New York limited liability company ("Assignor") does hereby assign and convey unto Regeneration Partners, LLC a Delaware limited liability company ("Assignee") all of Assignors' right, title and interest in and to all of the trademarks and tradenames used by the Assignor, including but not limited to the Trademarks listed on Schedule 1B annexed hereto, along with all of the rights and goodwill attaching thereto

The Assignor hereby warrants and represents that: Assignor is the lawful owner of the Trademarks, that it has full right and authority to transfer the Trademarks hereunder, and that the Trademarks are hereby is transferred free and clear of all liens, encumbrances, and adverse claims thereto.

Assignor further agrees to sign such other documents as are required to transfer same.

This agreement shall be binding upon and inure to the benefit of the parties, their successors, assigns, and personal representatives.

Executed this 20th day of September 2011,

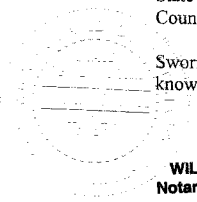
Pureplay, LLC

Signature: [Handwritten Signature]
Authorized officer/representative of Assignor

Printed Name: Adam Siskind

State of New York
County of Queens



Sworn to and subscribed before me by Adam Siskind, who is personally known to me or who produced NYS DL as identification



WILMER DAVID GUALOTUNA
Notary Public - State of New York
No. 01GU6213600
Qualified in Queens County
My Commission Expires Nov 16, 2013

[Handwritten Signature]
Notary Public
Commission Expires: Nov 16, 2013

Schedule 1B
Trademarks and Tradenames

Mark	Application No. / Registration No.	Jurisdiction	Status
PUREPLAY (Word mark)	3521585	United States	Registered – declaration of use due 10/21/14
PLAYBACK (Word mark)	3876065	United States	Registered – declaration of use due 11/16/16
PLAYBACK with “BACK” spelled backwards (Word mark)	77962126	United States	Pending – statement of use or extension request due 9/7/11
 (Design mark)	3942954	United States	Registered – declaration of use due 4/12/17
 (Design mark)	3942375	United States	Registered (on Supplemental Register) – declaration of use due 4/5/17
BETTER BY RECYCLING (Word mark)	3959536	United States	Registered – declaration of use due 5/10/17
CLOTHES FOR THE REGENERATION (Word mark)	85083908	United States	Notice of allowance was issued on 6/28/11
ECO-LOGIC (Word mark)	77333075	United States	Pending – suspended pending outcome of two prior applications for similar marks
PUREPLAY (Word mark)	9085218	European Union	Pending – opposition filed on 9/10/10 by Maroquinerie CLC (Opp. No. 1723058)
PLAYBACK (Word mark)	7547219	European Union	Pending – opposition filed on 5/14/09 by PAYBACK GmbH (Opp. No. 1519894) Negotiating Settlement
PLAYBACK with “BACK” spelled backwards (Word mark)	9085234	European Union	Registered – renewal due 10/6/20