

**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
Blue Lounge, LLC		11/02/2011	LIMITED LIABILITY COMPANY: CALIFORNIA

**RECEIVING PARTY DATA**

<b>Name:</b>	Bluelounge Pte. Ltd
<b>Street Address:</b>	8 Wilkie Road
<b>Internal Address:</b>	#03-01
<b>City:</b>	Wilkie Edge
<b>State/Country:</b>	SINGAPORE
<b>Postal Code:</b>	228095
<b>Entity Type:</b>	COMPANY: SINGAPORE

**PROPERTY NUMBERS Total: 1**

Property Type	Number	Word Mark
Registration Number:	3088719	CABLEYOYO

**CORRESPONDENCE DATA**

Fax Number: (323)944-0209  
 Phone: 3108921613  
 Email: Marc@Hankinpatentlaw.com  
*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.*  
 Correspondent Name: Marc E. Hankin  
 Address Line 1: 11414 Thurston Circle  
 Address Line 4: Los Angeles, CALIFORNIA 90049

**DOMESTIC REPRESENTATIVE**

Name:  
 Address Line 1:  
 Address Line 2:

**900209117**

**TRADEMARK  
 REEL: 004674 FRAME: 0336**

**OP \$40.00 3088719**

Address Line 3:

Address Line 4:

NAME OF SUBMITTER:

Marc E. Hankin

Signature:

/Marc E. Hankin/

Date:

12/08/2011

Total Attachments: 1

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## TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (the "Assignment") is made and entered into effect as of the 2<sup>nd</sup> day of November, 2011 by and Blue Lounge, LLC, a California Limited Liability Company (herein after referred to as "Assignor"), and Bluelounge Pte. Ltd, a Singapore Corporation (hereinafter referred to as "Assignee");

WHEREAS, Assignor is the owner of the U.S. Registered Trademark No. 3,088,719 for CABLE YOYO (the "Mark") as recorded in the U.S. Patent and Trademark Office; and

WHEREAS, Assignee and Assignor desire to enter into this Assignment to effect the transfer of the Mark to Assignee; and


NOW, THEREFORE, for and in consideration of the premises and the mutual promises hereinafter set forth and for other good and valuable consideration, the receipt and sufficiency of are hereby acknowledged, Assignor and Assignee hereby agree as follows:


1. **Transfer and Assignment.** Assignor hereby transfers and assigns to Assignee all of its rights, title, and interest in and to the Mark, together with the goodwill associated herewith and the right to recover for damages and profits and other remedies for past infringements of the Mark and the right to prosecute this and any other applications or registrations of the Mark.

2. **Further Documentation and Actions.** Assignor hereby agrees to execute and deliver to Assignee any further documents and instruments, and to do any and all further reasonable acts, to vest in Assignee Assignor's right, title, and interest in and to the Mark, and to enable such right, title, and interest to be recorded in the United States Patent and Trademark Office and any other appropriate governmental authority or agency of the United States and internationally.

"ASSIGNOR"  
BLUE LOUNGE, LLC

"ASSIGNEE"  
BLUELOUNGE PTE. LTD

By:   
Name: Dominic Symons  
Title: Managing Member

By:   
Name: Dominic Symons  
Title: CEO