

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
Southwest Traders Incorporated		01/20/2011	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Sweet Chills, LLC		
Street Address:	44040 Jeramie Dr.		
City:	Temecula		
State/Country:	CALIFORNIA		
Postal Code:	92592		
Entity Type:	Limited Liability Company: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3557262	RAINBOW'S END	
CORRESPONDENCE DATA			
Fax Number:	(760)297-2260		
Email:	sscha1111@aol.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Correspondent Name:	Scott T. Schafer		
Address Line 1:	100 E. San Marcos Blvd. Ste 400		
Address Line 4:	San Marcos, CALIFORNIA 92069		
NAME OF SUBMITTER:	Scott T. Schafer		
Signature:	/Scott T. Schafer/		
Date:	01/05/2012		
Total Attachments: 1 source=Rainbows End Tradename Assignment#page 1.tif			

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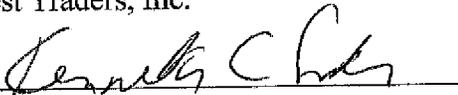
Trademark Assignment

In exchange for good and valuable consideration, the receipt of which is hereby acknowledged, Southwest Traders Incorporated ("SWT"), a California Corporation, having a principal place of business located at 27711 Diaz Road, Temecula, California 92590, does hereby assign to Sweet Chills, LLC, a California Limited Liability Company, its entire right, title and interest in the following tradename and the associated tradename registration together with the goodwill associated with such name, including all common law rights and all claims for damages by reason of past infringement of the name, with the right to sue and collect therefor:

Tradename: Rainbow's End
U.S. Serial No.: 77483614
Reg. No.: 3557262
Filing Date: May 27, 2008

SWT does hereby warrant and represent that it has not otherwise assigned or granted any licenses to the tradename rights assigned herewith and that it has the right to make this assignment which is free and clear of any liens and encumbrances. This agreement is binding upon, shall inure to the benefit of, and shall be performed by the parties named, their successors, and assigns.

Southwest Traders, Inc.

By: 
Kenneth C. Smith

Date: 1/20/11

Title: President