

**RECORDATION FORM COVER SHEET  
TRADEMARKS ONLY**

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

**1. Name of conveying party(ies):**

DREAMSPAN PRODUCT INNOVATION, LLC

- Individual(s)       Association  
 General Partnership       Limited Partnership  
 Corporation- State: \_\_\_\_\_  
 Other LLC

Citizenship (see guidelines) \_\_\_\_\_

Additional names of conveying parties attached?  Yes  No

**2. Name and address of receiving party(ies)**

Additional names, addresses, or citizenship attached?  Yes  No

Name: DREAMBRANDS, INC.

Internal \_\_\_\_\_

Address: \_\_\_\_\_

Street Address: 11645 N. Cave Creek Road

City: Phoenix

State: AZ

Country: US

Zip: 85020

- Association      Citizenship \_\_\_\_\_  
 General Partnership      Citizenship \_\_\_\_\_  
 Limited Partnership      Citizenship \_\_\_\_\_  
 Corporation      Citizenship ARIZONA  
 Other \_\_\_\_\_      Citizenship \_\_\_\_\_

If assignee is not domiciled in the United States, a domestic representative designation is attached:  Yes  No  
(Designations must be a separate document from assignment)

**3. Nature of conveyance /Execution Date(s) :**

Execution Date(s) December 6, 2011

- Assignment       Merger  
 Security Agreement       Change of Name  
 Other \_\_\_\_\_

**4. Application number(s) or registration number(s) and Identification or description of the Trademark.**

A. Trademark Application No.(s)  
 76705342  
 76705458  
 76705457

B. Trademark Registration No.(s)  
 4036638

Additional sheet(s) attached?  Yes  No

**C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):**

MDRIVE; XDRIVE; M FOR MEN DRIVE; M FOR MEN

**5. Name & address of party to whom correspondence concerning document should be mailed:**

Name: TOD R. NISSLE, P.C.

Internal Address: TOD R. NISSLE

Street Address: PO BOX 55630

City: Phoenix

State: AZ

Zip: 85078

Phone Number: 602-494-8700

Fax Number: 602-494-8707

Email Address: nissle@nissle.com

**6. Total number of applications and registrations involved:**

4

**7. Total fee (37 CFR 2.6(b)(6) & 3.41) - \$160.00**

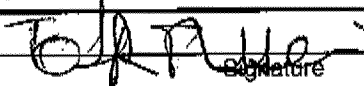
- Authorized to be charged to deposit account  
 Enclosed Originally sent 12/13/11

**8. Payment Information: Copy of check attached.**

Deposit Account Number \_\_\_\_\_

Authorized User Name \_\_\_\_\_

**9. Signature:**



2012-02-29

Date

TOD R. NISSLE, Customer 20152

Name of Person Signing

Total number of pages including cover sheet, attachments, and document: \_\_\_\_\_

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:  
 Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

TRADEMARK

REEL: 004726 FRAME: 0131

OPAP  
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12/16/2011

01/13/2012

Form PTO-1594 (Rev. 11-11)  
OMB Collection 0851-0027 (Rev. 03-01-2012)



RECORDATION  
TRAD

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To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

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DREAMSPAN PRODUCT INNOVATION, LLC

Individual(s)       Association  
 General Partnership       Limited Partnership  
 Corporation - State: \_\_\_\_\_  
 Other LLC

Citizenship (see guidelines) \_\_\_\_\_

Additional names of conveying parties attached?  Yes  No

**2. Name and address of receiving party(ies)**  Yes  No  
Additional names, addresses, or citizenship attached?

Name: DREAMSPAN, INC.  
 Internal Address: \_\_\_\_\_  
 Street Address: 11845 N. Cave Creek Road  
 City: Phoenix  
 State: AZ  
 Country: US      Zip: 85020

Association      Citizenship \_\_\_\_\_  
 General Partnership      Citizenship \_\_\_\_\_  
 Limited Partnership      Citizenship \_\_\_\_\_  
 Corporation      Citizenship: ARIZONA  
 Other      Citizenship \_\_\_\_\_

If assignee is not domiciled in the United States, a domestic representative designation is attached:  Yes  No  
 (Designations must be a separate document from assignment)

**3. Nature of conveyance (Execution Date(s)):**  
Execution Date(s): December 6, 2011

Assignment       Merger  
 Security Agreement       Change of Name  
 Other \_\_\_\_\_

**4. Application number(s) or registration number(s) and identification or description of the Trademark.**

A. Trademark Application No.(s)  
76705342  
76705459  
76705457

B. Trademark Registration No.(s)  
4036638

Additional sheet(s) attached?  Yes  No

**C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):**  
 DRIVE  
 XDRIVE  
 XFOR MEN DRIVE

**5. Name & address of party to whom correspondence concerning document should be mailed:**

Name: TOD R NISSE LLC  
 Internal Address: TOD R NISSE  
 Street Address: PO Box 55820  
 City: Phoenix  
 State: AZ      Zip: 85020  
 Phone Number: 482-404-9200  
 Fax Number: 482-404-9200  
 Email Address: cns@nisse.com

**6. Total number of applications and registrations involved:** 4

**7. Total fee (37 CFR 2.6(b)(6) & 3.41)** \$160.00

Authorized to be charged to deposit account  
 Enclosed

**8. Payment Information:**

12/15/2011  
 Deposit Account Number: 81 FC NISSE  
 Authorized Signature: \_\_\_\_\_

**B. Signature:** *TOD R NISSE*      2011-12-13  
 Signature      Date

TOD R NISSE, Customer 20152  
 Name of Person Signing

Total number of pages including cover sheet, attachments, and document: 7

Documents to be recorded (including cover sheet) should be filed by (871) 273-8100, or mailed to: Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 14594, Alexandria, VA 22313-1459

Assignment Recordation Branch  
Received  
JAN 13 2012  
5th Floor  
Public Records Division

TRADEMARK

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ASSIGNMENT

Whereas DREAMSPAN PRODUCT INNOVATION, LLC (An Arizona limited liability company) of 11645 North Cave Creek Road, Phoenix, Arizona 85020 (hereafter "DREAMSPAN"), believes it is owner of the marks "MDRIVE"; "XDRIVE"; "M FOR MEN DRIVE"; and "M FOR MEN"; (hereafter "the Marks"):

U. S. Trademark Registration No. 4,036,638 issued October 11, 2011, TOD R. NISSLE, P.C. Case No. 1152-T-20 for the mark "MDRIVE".

U.S. Trademark Application Serial No. 76/705,342, filed October 16, 2010, TOD R. NISSLE, P.C. Case No. 1152-T-21 for the mark "XDRIVE";

U. S. Trademark Application Serial No. 76/705,458, filed October 23, 2010, TOD R. NISSLE, P.C. Case No. 1152-T-23 for the mark "M FOR MEN DRIVE";

U. S. Trademark Application Serial No. 76/705,457, filed October 23, 2010, TOD R. NISSLE, P.C. Case No. 1152-T-24 for the mark "M FOR MEN"

I hereby certify that this correspondence is being deposited with the United States Postal Service with sufficient postage as First Class Mail, namely **CERTIFIED MAIL NO. Express EG 145823795US**  
Return Receipt Requested in an envelope addressed to: Box Office Actions,  
ASST. COMMISSIONER OF  
PATENTS AND TRADEMARKS, PO Box 1451,  
Alexandria, VA. 22313-1451 on 12-13-11.  
D. Spivey 12-13-11  
D. Spivey, TOD R. NISSLE, P.C. DATE  
TOD R. NISSLE, Reg. No. 29,241 Customer 20152

TRADEMARK

REEL 004726 FRAME 0133

1           Whereas DREAMBRANDS, INC., an Arizona Corporation, 11645 North Cave Creek  
2 Road, Phoenix, Arizona 85020 (hereafter "Assignee") is desirous of acquiring the Marks  
3 and said trademark registration and applications.

4  
5           Now, therefore, for good and valuable consideration, the receipt of which is  
6 acknowledged, DREAMSPAN PRODUCT INNOVATIONS, LLC, does hereby assign its  
7 entire right, title and interest in and to the Marks unto ASSIGNEE, together with any good  
8 will of the business symbolized by the Marks, and the above-identified registration and  
9 applications.

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DREAMSPAN PRODUCT INNOVATION, LLC

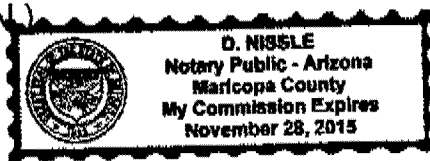
*Cecile Kehoe*  
\_\_\_\_\_  
CECILE KEHOE, Chief Operating Officer

State of Arizona }  
County of Maricopa } ss.

On this 6th day of December, 2011, before me, the undersigned, personally appeared CECILE KEHOE, Chief Operating Officer, DREAMSPAN PRODUCT INNOVATIONS, LLC, known to me to be the person whose name is subscribed to the within instrument, and acknowledged to me that she executed the foregoing instrument for the purposes therein contained.

IN WITNESS WHEREOF, I have set my hand and official seal.

(SEAL)



*D. Nissle*  
\_\_\_\_\_  
Notary Public

My commission expires:  
11-28-15

Attorney Docket Nos. 1152-T-20; 1152-T-21; 1152-T-23; 1152-T-24

Tod R. Nissle, Esq.  
Reg. No. 29,241  
TOD R. NISSELE, P.C.  
P.O. Box 55630  
Phoenix, Arizona 85078  
Tel: (602) 494-8700  
Fax: (602) 494-8707  
Email: nissle@nissle.com