

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
Nopalea, Inc.		03/15/2012	CORPORATION: ARIZONA
RECEIVING PARTY DATA			
Name:	Consolea Company		
Street Address:	2175 29Street NE		
Internal Address:	Unit 90		
City:	Calgary		
State/Country:	CANADA		
Postal Code:	AB T1Y 7H8		
Entity Type:	COMPANY: CANADA		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	2542840	SHARPER CARDS	
Registration Number:	2524948	SHARPER CARDS	
Serial Number:	85524208	SHARPER CARDS MARKETING MADE EASY.	
CORRESPONDENCE DATA			
Fax Number:	(414)298-8097		
Phone:	4142981000		
Email:	tadmin@reinhartlaw.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:	Michele Dietz		
Address Line 1:	1000 North Water Street		
Address Line 2:	Suite 1800		
Address Line 4:	Milwaukee, WISCONSIN 53202		
DOMESTIC REPRESENTATIVE			

CH \$90.00 2542840

Name: Daniel E. Kattman
Address Line 1: 1000 North Water Street
Address Line 2: Suite 1800
Address Line 4: Milwaukee, WISCONSIN 53202

NAME OF SUBMITTER:

Michele Dietz

Signature:

/MLD/

Date:

03/16/2012

Total Attachments: 1

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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (the "Assignment"), effective as of MARCH 15, 2012 (the "Effective Date"), is by and between Nopalea, Inc., an Arizona corporation, located at 3400 E. McDowell Phoenix ARIZONA 85008, USA (the "Assignor") and Consolea Company, a Canadian company, located at 2175 29 Street NE, Unit 90, Calgary, AB T1Y 7H8, Canada (the "Assignee").

In exchange for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns and transfers to Assignee all rights, title, and interest in and to the following trademarks and all goodwill associated therewith.

SHARPER CARDS (U.S. Trademark Registration No. 2542840)

SHARPER CARDS (U.S. Trademark Registration No. 2524948)

SHARPER CARDS MARKETING MADE EASY & Design (U.S. Serial No. 85524208)

This assignment includes any and all common law rights associated with the trademark and any and all causes of action for infringement that may have arisen prior to the date of this Assignment.

Nopalea, Inc.

By:  _____

Title: CFO _____

Date: 3/15/12 _____