

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
Poppy Trading, LLC		04/19/2012	LIMITED LIABILITY COMPANY: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Jafa, Inc.		
Street Address:	101 Cooper Street		
City:	Santa Cruz		
State/Country:	CALIFORNIA		
Postal Code:	95060		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85555980	JAJA	
CORRESPONDENCE DATA			
Fax Number:	4088771662		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	408-777-2903		
Email:	mak@viplawgroup.com		
Correspondent Name:	Vista IP Law Group LLP		
Address Line 1:	12930 Saratoga Avenue		
Address Line 2:	Suite D-2		
Address Line 4:	Saratoga, CALIFORNIA 95070		
ATTORNEY DOCKET NUMBER:	JAF-001T		
NAME OF SUBMITTER:	Nancy Rushton		
Signature:	/Nancy Rushton/		
Date:	01/31/2013		
Total Attachments: 1 source=Assignment#page1.tif			

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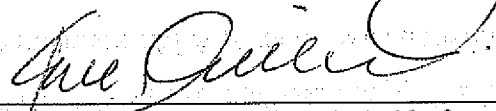
CONFIRMATORY TRADEMARK ASSIGNMENT

By virtue of transfer and assignment agreement entered into on April 19, 2012 by **Red Poppy Trading, LLC**, a California corporation that had its principal place of business at 101 Cooper Street, Santa Cruz, California 95060 and **Jafa, Inc.**, a California corporation, having its principal place of business at 101 Cooper Street, Santa Cruz, California 95060, the entire business of Red Poppy Trading, LLC, including the portion of the business to which the mark **Jafa** (US trademark application No. **85/555,980**, filed on February 29, 2012) pertains, was transferred and assigned to Jafa, Inc.

Karen Crivelli formed Red Poppy Trading, LLC, of which Karen Crivelli was the former President, CEO, and sole owner until its dissolution in July 2012; during the existence of Red Poppy Trading, LLC and before its dissolution: a) Red Poppy Trading, LLC filed the above-identified trademark application for the mark **Jafa**, with the United States Patent and Trademark Office based on its bona fide intent to use the mark in commerce; b) Karen Crivelli formed Jafa, Inc., to succeed Red Poppy Trading, LLC; Karen Crivelli is the current President, CEO, and sole owner of Jafa, Inc.; and c) The entire business of Red Poppy Trading, LLC, including the portion of the business to which the mark **Jafa** pertains, was transferred and assigned to Jafa, Inc. by virtue of agreement between Red Poppy Trading, LLC and Jafa, Inc., which is confirmed herein.

Therefore, Karen Crivelli on behalf of Red Poppy Trading, LLC confirms that Red Poppy Trading, LLC assigned all rights, title and interest in and to the above-identified mark **Jafa** to Jafa, Inc., on April 19, 2012, including the right to damages for infringement committed before such assignment, and together with the goodwill of the business symbolized by the mark **Jafa** for good and valuable consideration, as part of the entire business and portion thereof to which the mark pertains, and said business is ongoing and existing in Jafa, Inc., as required by 15 USC § 1060. The present confirmation of assignment is thus being made for the purpose of recording Red Poppy Trading, LLC original intent to assign the mark **Jafa**, and perfecting the chain of title to the current owner Jafa, Inc. as of **April 19, 2012** with the United States Patent and Trademark Office.

1/30/13
Date



Karen Crivelli on behalf of
Red Poppy Trading, LLC