

## 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
humble Brands, Inc.		03/27/2013	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Innovative Brands, LLC		
Street Address:	354 Broome St., #4i		
Internal Address:	Attn: Alex Song		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10013		
Entity Type:	LIMITED LIABILITY COMPANY: NEVADA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3902117	REBLOOM	
CORRESPONDENCE DATA			
Fax Number:	3122241202		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	3122241238		
Email:	tkatz@fslc.com		
Correspondent Name:	Tracy Katz Muhl, Fox, Swibel, et al LLP		
Address Line 1:	200 W. Madison St.		
Address Line 4:	Chicago, ILLINOIS 60606		
ATTORNEY DOCKET NUMBER:	REUM		
NAME OF SUBMITTER:	Tracy Katz Muhl, Att'y of Rec., IL bar		
Signature:	/Tracy Katz Muhl/		

Date:

04/03/2013

Total Attachments: 2

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**ASSIGNMENT OF FEDERAL REGISTERED TRADEMARK**

This Assignment (this "Assignment") is made as of March 27, 2013 by humble Brands, Inc., a Delaware corporation (together with its successors and permitted assigns, "Assignor"), to Innovative Brands, LLC, a Nevada limited liability company ("Assignee").

NOW THEREFORE, in consideration of good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all of Assignor's right, title, and interest of whatever nature and kind in and to the federal registered trademark "REBLOOM" (U.S. Registration No. 3,902,117; registered January 4, 2011), along with all goodwill of the part of Assignor's business connected with the use of such trademark.

This Assignment shall be binding upon the Assignor and its successors and assigns and shall inure to the benefit of the Assignee and its successors and assigns. All representations, warranties, covenants, indemnifications and obligations set forth in any other agreement between the Assignor and Assignee shall survive the execution and delivery of this Assignment and shall remain in full force and effect in accordance with their respective terms to the extent provided all such other agreements.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be executed as of the date first written above.

**humble Brands, Inc.**

By: \_\_\_\_\_


Name: Jonathon Bunt

Title: Chief Executive Officer

**Assignee:**

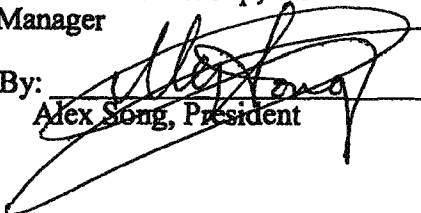
Innovative Brands, LLC

By: Reum Capital Ventures LP  
Manager

By:  \_\_\_\_\_  
Courtney Reum, General Partner

and

By: United World Group, Inc.  
Manager

By:  \_\_\_\_\_  
Alex Song, President

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humble Brands, Inc.

By: 

Name: Jonathon Bunt

Title: Chief Executive Officer

Assignee:

Innovative Brands, LLC

By: Reum Capital Ventures LP  
Manager

By: \_\_\_\_\_

Courtney Reum, General Partner

and

By: United World Group, Inc.  
Manager

By: \_\_\_\_\_

Alex Song, President