

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
Emagen Investment Group, Inc.		07/03/2013	CORPORATION:
RECEIVING PARTY DATA			
Name:	Life Is Good Holdings, LLC		
Street Address:	40 E. Main St., #890		
City:	Newark		
State/Country:	DELAWARE		
Postal Code:	19711		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	85795994	E ESCOBANO CIGARS	
Serial Number:	85792179	ESCOBANO CIGARS	
CORRESPONDENCE DATA			
Fax Number:	3103880377		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	310-710-3869		
Email:	mb@bilinskylaw.com		
Correspondent Name:	Matthew Bilinsky, Esq.		
Address Line 1:	269 S. Beverly Dr., #634		
Address Line 4:	Beverly Hills, CALIFORNIA 90212		
NAME OF SUBMITTER:	Matthew Bilinsky		
Signature:	/Matthew Bilinsky/		
Date:	07/11/2013		
Total Attachments: 2 source=EIG - LIGH Trademark Assignment FULLY EXECUTED#page1.tif source=EIG - LIGH Trademark Assignment FULLY EXECUTED#page2.tif			

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TRADEMARK ASSIGNMENT

This Trademark Assignment ("Assignment"), is effective as of July 3, 2013 (the "Effective Date"), and is made by and between Emagen Investment Group, Inc., a California corporation ("Assignor"), and Life Is Good Holdings, LLC, a Delaware limited liability company ("Assignee").

RECITALS


WHEREAS, Assignor is owner of any and all right, title, and interest in and to the trademarks identified on the attached Schedule 1, including all applications and registrations therein and therefor, all common law rights in any jurisdiction, and all goodwill associated therewith and symbolized thereby (collectively, the "Trademarks"); and

WHEREAS, Assignee desires to acquire all right, title, and interest in and to the Trademarks.

NOW, THEREFORE, in consideration of the foregoing and for good and valuable consideration the receipt and sufficiency of which is hereby acknowledged, Assignor has sold, transferred, and conveyed, and does hereby sell, transfer, and convey to Assignee and its legal successors and assigns, all right, title, and interest in and to the Trademarks, including without limitation, (i) all common law rights therein in any jurisdiction, (ii) all goodwill associated therewith, (iii) the right to further assign or license any and all right, title, and interest in and to the Trademarks, and (iv) the right to sue and collect damages for past, present, and future infringement of the Trademarks by any third party. This Assignment is being made in compliance with Section 10 of the U.S. Trademark Act, 15 U.S.C. Section 1060. Assignor hereby authorizes and requests the Commissioner of Trademarks to record Assignee as the owner of the Trademarks and to issue all registrations for such Trademarks to Assignee, for the sole use and enjoyment of Assignee, its successors and assigns.


IN WITNESS WHEREOF, Assignor and Assignee have executed this Trademark Assignment as of the Effective Date.

ASSIGNOR:
Emagen Investment Group, Inc.

BY: 
Dennis Nguyen
ITS: COO/CEO

DATE: 7/3/13

ASSIGNEE:
Life Is Good Holdings, LLC

BY: 
Dennis Nguyen
ITS: COO/CEO

DATE: 7/3/13

**SCHEDULE 1
“Trademarks”**

<u>Trademark</u>	<u>Serial #</u>	<u>Filing Date</u>
E Escobano Cigars	85795994	12/6/2012
Escobano Cigars	85792179	11/30/2012