

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM311238

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Natural Instincts, LLC		07/18/2014	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	That's How We Roll, LLC		
Street Address:	100 Passaic Ave.		
Internal Address:	Suite 155		
City:	Fairfield		
State/Country:	NEW JERSEY		
Postal Code:	07004		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Serial Number:	85818943	THINSTERS	
Serial Number:	85819004	MR. THINSTERS	
Serial Number:	85807958	PRAGEL	
Serial Number:	85807966	PRAGELS	
Serial Number:	85818235	PREGELS	
CORRESPONDENCE DATA			
Fax Number:	4344736738		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	(434) 260-1837		
Email:	hbalmat@balmatlaw.com		
Correspondent Name:	Heather Balmat		
Address Line 1:	977 Seminole Trail, #342		
Address Line 4:	Charlottesville, VIRGINIA 22901		
ATTORNEY DOCKET NUMBER:	00352		
NAME OF SUBMITTER:	Heather E. Balmat		
SIGNATURE:	/Heather E. Balmat/		
DATE SIGNED:	07/18/2014		

OP \$140.00 85818943

Total Attachments: 3

source=NaturalTHWRAsst - Executed#page1.tif

source=NaturalTHWRAsst - Executed#page2.tif

source=NatInstTHWRAsstSched#page1.tif

TRADEMARK ASSIGNMENT

WHEREAS, Natural Instincts, LLC, a limited liability company organized and existing under the laws of the state of Delaware, with a principal place of business located at 100 Passaic Ave., Suite 155, Fairfield, NJ 07004 (hereinafter referred to as "Assignor") is the owner of the entire right, title and interest in and to the trademarks identified on Schedule A attached hereto together with the goodwill related thereto (hereinafter collectively referred to as the "Marks"); and

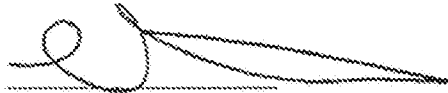
WHEREAS, That's How We Roll LLC, a limited liability company organized and existing under the laws of the state of Delaware, with a principal place of business at 100 Passaic Ave., Suite 155, Fairfield, NJ 07004 (hereinafter referred to as "Assignee") is desirous of acquiring the entire right, title, and interest in and to the Marks and the business and goodwill of the business in connection with which the aforesaid Marks have been used and has paid Natural Instincts, LLC one dollar (\$1) as consideration for acquiring the entire right, title and interest in and to the Marks and the business and goodwill of the business in connection with which the Marks have been used; and

NOW, THEREFORE, in consideration of the foregoing, and other good and valuable consideration, the receipt and sufficiency of which are hereby mutually acknowledged, Assignor sells, transfers, assigns and sets over to Assignee, its successors, legal representatives and assigns, the entire right, title and interest of Assignor in and to said Marks, together with the business and goodwill of the business in connection with which the aforesaid Marks have been used, all rights and interest in and to the ongoing and existing portions of Assignors's businesses for which Assignor has a *bona fide* intent to use the Marks, and all claims, if any, which may have arisen thereunder prior to the date of this instrument.

(signature page to follow)

IN WITNESS WHEREOF, Assignor has caused this instrument to be executed,
by its duly authorized corporate officer, effective this 18 day of July 2014.

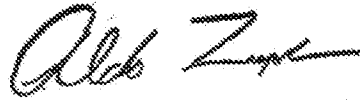
ASSIGNOR: Natural Instincts, LLC

A handwritten signature in black ink, appearing to read "Leigh Feuerstein", written over a horizontal dotted line.

By: Leigh Feuerstein

Title: Manager

ASSIGNEE: That's How We Roll LLC

A handwritten signature in black ink, appearing to read "Aldo Zuppichini", written over a horizontal dotted line.

By: Aldo Zuppichini

Title: Chief Executive Officer

Schedule A

<u>Mark</u>	<u>Country</u>	<u>App. Serial No.</u>	<u>Application Date</u>
THINSTERS	Canada	1,631,821	June 19, 2013
THINSTERS	Mexico	1385309	June 21, 2013
THINSTERS	United States	85/818,943	January 9, 2013
MR. THINSTERS	Canada	1,631,828	June 19, 2013
MR. THINSTERS	Mexico	1385308	June 21, 2013
MR. THINSTERS	United States	85/819,004	January 9, 2013
PRAGEL	Canada	1,631,820	June 19, 2013
PRAGEL	Mexico	1384966	June 20, 2013
PRAGEL	United States	85/807,958	December 20, 2012
PRAGELS	Canada	1,631,918	June 19, 2013
PRAGELS	Mexico	13849676	June 20, 2013
PRAGELS	United States	85/807,966	December 20, 2013
PREGELS	Canada	1,631,823	June 19, 2013
PREGELS	Mexico	1384968	June 20, 2013
PREGELS	United States	85/818,235	January 8, 2013