

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM321084

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Kristin Mayer		04/01/2014	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Brand Betty Inc.		
Street Address:	1806 Somerset Ave		
City:	Encinitas		
State/Country:	CALIFORNIA		
Postal Code:	92007		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85477787		
CORRESPONDENCE DATA			
Fax Number:			
<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>			
Email:	jgibson@thegibsonlawgroup.com		
Correspondent Name:	John Gibson		
Address Line 1:	3070 Bristol St, Ste 640		
Address Line 4:	COSTA MESA, CALIFORNIA 92626		
NAME OF SUBMITTER:	John Gibson		
SIGNATURE:	/John Gibson/		
DATE SIGNED:	10/24/2014		
Total Attachments: 3			
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OP \$40.00 85477787

TRADEMARK ASSIGNMENT AGREEMENT

This Trademark Assignment Agreement (the "Agreement") is entered into as of April 1, 2014 between the following two parties.

"Assignor": Kristin Mayer, an individual
Legal Address: 1806 Somerset Ave., Encinitas, CA 92007

"Assignee": Brand Betty Inc., a California corporation
Legal Address: 1806 Somerset Ave., Encinitas, CA 92007

WHEREAS, the Assignor, an individual owns the trademark as defined in Appendix 1 (the "Trademark");

WHEREAS, the Assignee is a corporation registered under the laws of California;

WHEREAS, the Assignor agrees to assign the Trademark to the Assignee and the Assignee agrees to accept the assignment of the Trademark.

NOW, THEREFORE, through mutual negotiation, the parties hereto agree as follows:

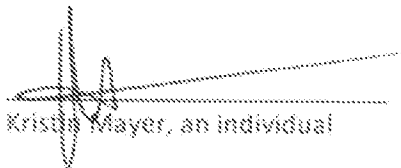
1. **Transfer of Trademarks.** The Assignor agrees to change the registered owner of the Trademark into the Assignee and the Assignee agrees to accept the change of the registered owner of the Trademark. The Assignee shall pay the Assignor an amount of USD\$1,000.00 for the Trademark transferred hereunder.
2. **Registration Fees.** The registration for the change of the registered owner of the Trademark shall be undertaken by the Assignee and the Assignee shall bear the registration fees incurred hereby.
3. **Representations and Warranties**
 - a. The Assignor hereby represents and warrants as follows:
 - i. the Assignor has the exclusive ownership of the Trademark and no rights or equity of any third party is prejudiced due to the using of the Trademark. There is no litigation or any other disputes arising from or relating to the Trademark.
 - ii. once this Agreement has been duly executed by both parties, it will constitute a legal, valid and binding agreement of the Assignor enforceable against it in accordance with its terms upon its execution.
 - b. The Assignee hereby represents and warrants as follows:
 - i. The Assignee is a wholly owned company duly registered and validly existing under the laws of California.
 - ii. The Assignee, subject to its business scope and corporate power, has taken necessary steps and obtained full authority and all consents and approvals of

any other third party and governmental bodies necessary to execute and perform this Agreement, which shall not be against any enforceable and effective laws or contracts.

- iii. Once this Agreement has been duly executed by both parties, it will constitute a legal, valid and binding agreement of the Assignee enforceable against it in accordance with its terms.
4. **Effective Date and Term.** This Agreement has been duly executed by their authorized representatives as of the date first set forth above and shall be effective simultaneously.
5. **Settlement of Disputes.** The parties shall strive to settle any dispute arising from the interpretation or performance through friendly consultation within 30 days after one party asks for consultation. In case no settlement can be reached through consultation, each party can submit such matter to arbitration. The arbitration shall follow the current rules of the American Arbitration Association and shall take place in San Diego County, California. The arbitration award shall be final and binding upon the parties and shall be enforceable in accordance with its terms.
6. **Applicable Law.** The validity, interpretation and implementation of this Agreement shall be governed by the laws of California.
7. **Amendment and Supplement.** Any amendment and supplement of this Agreement shall come into force only after a written agreement is signed by both parties. The amendment and supplement duly executed by both parties shall be part of this Agreement and shall have the same legal effect as this Agreement.
8. **Severability.** Any provision of this Agreement which is invalid or unenforceable in any jurisdiction shall, as to that jurisdiction, be ineffective to the extent of such invalidity or unenforceability, without affecting in any way the remaining provisions hereof in such jurisdiction or rendering that any other provision of this Agreement invalid or unenforceable in any other jurisdiction.
9. **Appendices.** The Appendices referred to in this Agreement are an integral part of this Agreement and have the same legal effect as this Agreement.

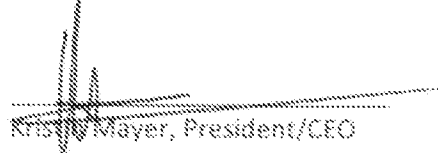
IN WITNESS THEREOF the parties hereto have caused this Agreement to be duly executed on their behalf by a duly authorized representative as of the date first set forth above.

ASSIGNOR



Kristin Mayer, an individual

ASSIGNEE
BRAND BETTY INC.



Kristin Mayer, President/CEO

Appendix 1
Trademark Description

Description: Skull and Butterfly logo
USPTO Serial #: 85477787
Registration #: 4178654
Filing Date: November 21, 2011
Registration Date: July 24, 2012

