

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM355430

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
SOBO PRODUCTS, LLC		08/26/2015	LIMITED LIABILITY COMPANY: CALIFORNIA
RECEIVING PARTY DATA			
Name:	KRock Holdings LLC		
Street Address:	8130 Redlands Street #2		
City:	Playa del Rey		
State/Country:	CALIFORNIA		
Postal Code:	90293		
Entity Type:	LIMITED LIABILITY COMPANY: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3681049	ROCK ON	
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>			
Phone:	3109277987		
Email:	kjcrockn@gmail.com		
Correspondent Name:	KRock Holdings LLC		
Address Line 1:	8130 Redlands Street #2		
Address Line 4:	Playa del Rey, CALIFORNIA 90293		
NAME OF SUBMITTER:	Keith Caggiano		
SIGNATURE:	/Keith Caggiano/		
DATE SIGNED:	09/17/2015		
Total Attachments: 1			
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CH \$40.00 3681049

TRADEMARK PURCHASE & ASSIGNMENT AGREEMENT

This Trademark Purchase and Assignment Agreement (the "Agreement") is made as of 8/26/2015, (the "Effective Date"), between *SOBO Products LLC*, (the "Assignor"), and *K Rock Holdings LLC*, (the "Assignee").

The Assignor is the registered owner of a mark that is registered in the United States Patent and Trademark Office, Registration No. 3681049 "*Rock On*™" Class 5, dated 09/08/2009.

The Assignee wishes to acquire the Assignor's rights in the trademark listed in this agreement.



The Assignee agrees to pay the Assignor \$200,000.00.

In exchange, the Assignor hereby conveys, transfers, and assigns to the Assignee all of the Assignor's right, title, and interest of whatever kind in the mark, together with

- 1) the goodwill of the business relating to the products and services on which the marks are used and for which they are registered,
- 2) all income, royalties, and damages hereafter due or payable to Assignor with respect to the marks, including without limitation, damages, and payments for past or future infringements and misappropriations of the marks, and
- 3) all rights to sue for past, present and future infringement or misappropriations of the marks.

The Assignor further covenants that it will take all actions that may be necessary for securing, completing, or vesting in the Assignee full right, title, and interest in the mark and its related property.

In witness whereof, the Assignor and Assignee has duly executed under seal and delivered this Assignment, as of the day and year first above written.

 Signature of Assignor, Name Keith Caggiano
SOBO Products Title President
 Signature of Assignee, Name Keith Caggiano
K Rock Holdings Title President

A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document, and not the truthfulness, accuracy, or validity of that document.

State of California

County of Los Angeles

On the 26th day of August, 2015, before me, GAYNOR M. EOZZO Notary Public, personally appeared KEITH CAGGIANO who proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity and that by his signature on the instrument the person or the entity upon behalf of which the person acted, executed the instrument.

I certify under PENALTY OR PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature Gaynor M. Eozzo

