

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:		NEW ASSIGNMENT	
NATURE OF CONVEYANCE:		ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL	
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
JAS Enterprises, Inc.		03/05/2010	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Schultz Grimes, Inc.		
Street Address:	3900 Prospect Avenue, Suite #H		
City:	Yorba Linda		
State/Country:	CALIFORNIA		
Postal Code:	92886		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	77287764	HEEL THAT PAIN	
Serial Number:	77287765	WWW.HEEL-THAT-PAIN.COM	
CORRESPONDENCE DATA			
Fax Number:	(858)487-9390		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	858-487-9300		
Email:	jmandour@mandourlaw.com, kbruce@mandourlaw.com		
Correspondent Name:	Joseph A. Mandour, Mandour & Associates,		
Address Line 1:	16870 West Bernardo Drive, Suite 400		
Address Line 4:	San Diego, CALIFORNIA 92127		
ATTORNEY DOCKET NUMBER:	8128.01-002 & .01-003		
NAME OF SUBMITTER:	Joseph A. Mandour		
Signature:	/jm/		
Date:	03/11/2010		

OP \$65.00 77287764

Total Attachments: 1

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Trademark Assignment

WHEREAS, JAS Enterprises, Inc., with a principal place of business at 501 30th Street, Newport Beach, California 92663 (hereinafter referred to as the "Assignor") has adopted and used the trademarks HEEL THAT PAIN and WWW.HEEL-THAT-PAIN.COM U.S. Patent and Trademark Office Application Serial Nos. 77/287,764 and 77/287,765 respectively, both with a filing date of September 25, 2007 (the "Marks").

WHEREAS, Assignor has assigned said Marks to Schultz Grimes, Inc., a Delaware corporation with its principal place of business at 3900 Prospect Avenue, Suite #H, Yorba Linda, California 92886 (hereinafter referred to as the "Assignee") and Assignor and Assignee are desirous of confirming the assignment for purposes of filing the same with the United States Patent and Trademark Office and other appropriate governmental offices.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor sold, transferred, assigned, and delivered, and hereby sells, transfers, assigns and delivers unto Assignee all right, title and interest in and to said Marks and the United States Patent and Trademark Office Application and any resulting registration therefor, together with the goodwill of the business connected with and symbolized by such Marks, as well as all rights to damages or profits, due or accrued, arising out of past infringement of such Marks or injury to said goodwill and the right to sue for and recover the same in the Assignee's own name.

IN WITNESS WHEREOF, this Assignment has been executed by Assignor as of the date hereof.

JAS ENTERPRISES, INC.

By: [Signature]
Jason Schultz, President

Date: 3-5-10

State of CALIFORNIA)
County of ORANGE)

On MARCH 5, 2010 before me, personally JUDI LOWENTHAL, Notary Public, personally appeared JASON SCHULTZ, 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/~~she~~ executed the same in his/~~her~~ authorized capacity, and that by his/~~her~~ signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

I certify under PENALTY OF PERJURY that the foregoing paragraph is true and correct. WITNESS my hand and official seal.

Signature [Signature]
Notary Public

(Seal)

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