

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
Michael Paradise		07/29/2010	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	BFPF HOLDINGS LLC		
Street Address:	406 7th Avenue		
City:	Venice		
State/Country:	CALIFORNIA		
Postal Code:	90291		
Entity Type:	LIMITED LIABILITY COMPANY: CALIFORNIA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3136326	STRONGHOLD	
Registration Number:	3430630	STRONGHOLD	
CORRESPONDENCE DATA			
Fax Number:	(213)687-0498		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(213) 787-2500		
Email:	kwuerfel@cblh.com		
Correspondent Name:	Billy A. Robbins		
Address Line 1:	333 South Grand Avenue		
Address Line 2:	Suite 2300		
Address Line 4:	Los Angeles, CALIFORNIA 90717		
ATTORNEY DOCKET NUMBER:	70530-00001		
NAME OF SUBMITTER:	Billy A. Robbins		
Signature:	/Billy A. Robbins/		

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**TRADEMARK
 REEL: 004251 FRAME: 0412**

Date:

07/30/2010

Total Attachments: 1

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ASSIGNMENT

WHEREAS, MICHAEL PARADISE, an individual, whose address is 406 7th Avenue, Venice, California 90291 is the owner of a mark which is registered in the United States Patent and Trademark Office, Trademark Registration No. 3,136,326 for "STRONGHOLD" registered on August 29, 2006; and of a mark which is registered in the United States Patent and Trademark Office, Trademark Registration No. 3,430,630 for "STRONGHOLD" registered on May 20, 2008; and

WHEREAS, BFPF HOLDINGS LLC, a California limited liability company whose address is 406 7th Avenue, Venice, California 90291 is desirous of acquiring said marks and the registrations thereof:

NOW, THEREFORE, for the sum of \$10.00 and other good and valuable consideration, the receipt of which is hereby acknowledged, said MICHAEL PARADISE does hereby assign unto the said BFPF HOLDINGS LLC all right, title and interest in and to the said marks together with good will of the business symbolized by the marks and the above identified registrations thereof.

Dated: _____

7/29/2010



MICHAEL PARADISE, an individual