

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
Scott Fraser		04/01/2011	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Empowered Products, Inc.		
Street Address:	3367 W. Oquendo Rd.		
City:	Las Vegas		
State/Country:	NEVADA		
Postal Code:	89118		
Entity Type:	CORPORATION: NEVADA		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Registration Number:	2894989	EMPOWERED PRODUCTS	
Registration Number:	3587832	FROLIC	
Registration Number:	3410525	G STORM	
Registration Number:	3182552	PINK	
Registration Number:	3627694	PINK INDULGENCE CRÈME	
Registration Number:	2881282	STROKE 29	
CORRESPONDENCE DATA			
Fax Number:	(415)882-8220		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(415) 882-8200		
Email:	SFDocket@kigates.com		
Correspondent Name:	Kathryn M. Wheble, K&L Gates LLP		
Address Line 1:	Four Embarcadero Center, Suite 1200		
Address Line 4:	San Francisco, CALIFORNIA 94111		
ATTORNEY DOCKET NUMBER:	1005565.00101		

CH \$165.00 2894989

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TRADEMARK

REEL: 004583 FRAME: 0301

NAME OF SUBMITTER:	Kathryn M. Wheble
Signature:	/kmw/
Date:	07/14/2011
Total Attachments: 5 source=Signed Trademark Assignment#page1.tif source=Signed Trademark Assignment#page2.tif source=Signed Trademark Assignment#page3.tif source=Signed Trademark Assignment#page4.tif source=Signed Trademark Assignment#page5.tif	

TRADEMARK ASSIGNMENT

WHEREAS, Scott Fraser, a United States citizen (the "Assignor"), owns the trademarks which are the subject of the registrations and pending applications listed in Exhibit A (the "Assigned Trademarks");

AND WHEREAS, Empowered Products, Inc., a Nevada corporation (the "Assignee"), desires to acquire from the Assignor the whole right, title and interest in and to the Assigned Trademarks together with the goodwill of the business carried on in association with the Assigned Trademarks;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged by the parties hereto, the Assignor confirms that it has sold, assigned and transferred and by these presents does hereby sell, assign and transfer unto the Assignee, its successors and assigns, the whole right, title and interest in and to the Assigned Trademarks throughout the World and the goodwill of the business carried on in association with the Assigned Trademarks throughout the World, together with the rights to sue for past infringement of the Assigned Trademarks, together with all rights of priority, and all trademark applications and trademark registrations with respect to the Assigned Trademarks in all countries of the World, the same to be held and enjoyed by the Assignee, its successors and assigns as fully and effectually as they would have been held and enjoyed by the Assignor had this agreement and sale not been made.

EXECUTED at Las Vegas, Nevada as of the 1 day of April 2011.

SCOTT FRASER

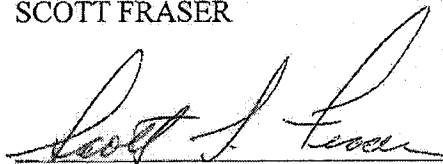
A handwritten signature in cursive script, appearing to read "Scott J. Fraser", written over a horizontal line.

EXHIBIT A

Country	Mark	Serial Number
Australia	EMPOWERED PRODUCTS	998637
Australia	GUN OIL	998636
Australia	JACK JELLY	1171251
Australia	PINK	1169439
Australia	PINK INDULGENCE CREME	1219158
Australia	STROKE 29	998595
Brazil	EMPOWERED PRODUCTS	829192816
Brazil	FROLIC	829395202
Brazil	GUN OIL	829192778
Brazil	JACK JELLY	829192786
Brazil	PINK	829198750
Brazil	PINK INDULGENCE CREME	829531467
Brazil	STROKE 29	829192794
Canada	EMPOWERED PRODUCTS	1218712
Canada	FROLIC	1349596
Canada	GSTORM	1293535
Canada	GUN OIL	1218714
Canada	JACK JELLY	1218715
Canada	PINK	1251514
Canada	PINK INDULGENCE CREME	1379268
Canada	STROKE 29	1218713
China (People's Republic)	EMPOWERED PRODUCTS	6041122
China (People's Republic)	EMPOWERED PRODUCTS & DEVICE	7819516
China (People's Republic)	FROLIC	7819512
China (People's Republic)	GSTORM	6041123
China (People's Republic)	GUN OIL	7819515
China (People's Republic)	GUN OIL H2O	7819514
China (People's Republic)	HOT PINK	7819511

EXHIBIT A

Country	Mark	Serial Number
China (People's Republic)	JACK JELLY	6041119
China (People's Republic)	PINK	7819513
China (People's Republic)	PINK INDULGENCE CREME	7819560
China (People's Republic)	PINK WATER	7819510
China (People's Republic)	STROKE 29	6041120
European Community	EMPOWERED PRODUCTS	3781523
European Community	FROLIC	6216501
European Community	GSTORM	4944609
European Community	GUN OIL	3781515
European Community	JACK JELLY	3781507
European Community	PINK	4338621
European Community	PINK INDULGENCE CREME	6581491
European Community	STROKE 29	3781499
Hong Kong	EMPOWERED PRODUCTS & DEVICE	301471149
Hong Kong	FROLIC	301471202
Hong Kong	GUN OIL	301471176
Hong Kong	GUN OIL H2O	301471185
Hong Kong	HOT PINK	301471211
Hong Kong	JACK JELLY	301471158
Hong Kong	PINK	301471194
Hong Kong	PINK INDULGENCE CREME	301471239
Hong Kong	PINK WATER	301471220
Hong Kong	STROKE 29	301471167
Iceland	EMPOWERED PRODUCTS	4637/2008
Iceland	FROLIC	4654/2008
Iceland	GUN OIL	4638/2008
Iceland	JACK JELLY	4641/2008
Iceland	PINK	4640/2008

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Country	Mark	Serial Number
Iceland	PINK INDULGENCE CREME	4642/2008
Iceland	STROKE 29	4639/2008
Japan	EMPOWERED PRODUCTS	2008-103786
Japan	GUN OIL	2008-103790
Japan	PINK INDULGENCE CREME	2008-103791
Japan	STROKE 29	2008-103787
Mexico	EMPOWERED PRODUCTS	862501
Mexico	EMPOWERED PRODUCTS	658700
Mexico	GUN OIL	658698
Mexico	JACK JELLY	658699
Mexico	PINK	782589
New Zealand	EMPOWERED PRODUCTS	711224
New Zealand	EMPOWERED PRODUCTS	711224
New Zealand	GUN OIL	711227
New Zealand	JACK JELLY	711226
New Zealand	PINK	770097
New Zealand	PINK INDULGENCE CREME	782538
New Zealand	STROKE 29	711225
Taiwan	EMPOWERED PRODUCTS	97059200
Taiwan	FROLIC	97059198
Taiwan	GUN OIL	97059197
Taiwan	JACK JELLY	97059196
Taiwan	PINK	97059194
Taiwan	PINK INDULGENCE CREME	97059199
Taiwan	STROKE 29	97059193
United States of America	EMPOWERED PRODUCTS	76/557,479
United States of America	FROLIC	77/157,636
United States of America	GSTORM	78/714,373

EXHIBIT A

Country	Mark	Serial Number
United States of America	GUN OIL	76/557,482
United States of America	JACK JELLY	76/557,481
United States of America	PINK	78/500,272
United States of America	PINK INDULGENCE CREME	77/231,293
United States of America	STROKE 29	76/557,480