

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet 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 |
| Lunchbox, L.P. | | 07/19/2011 | LIMITED PARTNERSHIP: CALIFORNIA |
| RECEIVING PARTY DATA | | | |
| Name: | LBox, LLC | | |
| Street Address: | 466 Lexington Avenue | | |
| City: | New York | | |
| State/Country: | NEW YORK | | |
| Postal Code: | 10017 | | |
| Entity Type: | LIMITED LIABILITY COMPANY: DELAWARE | | |
| PROPERTY NUMBERS Total: 2 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 3912276 | LUNCHBOX | |
| Registration Number: | 3633738 | LUNCHBOX | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (212)468-4888 | | |
| Phone: | 212-468-4823 | | |
| Email: | pporter@dglaw.com | | |
| <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i> | | | |
| Correspondent Name: | Jeffrey C. Katz | | |
| Address Line 1: | 1740 Broadway | | |
| Address Line 2: | 19th Floor | | |
| Address Line 4: | New York, NEW YORK 10019 | | |
| NAME OF SUBMITTER: | Jeffrey C. Katz | | |
| Signature: | /Jeffrey C. Katz/ | | |

CH \$65.00 3912276

Date:

09/19/2011

Total Attachments: 3

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TRADEMARK ASSIGNMENT AGREEMENT

July 19, 2011

WHEREAS, Lunchbox, L.P., a California limited partnership (hereinafter, "Assignor"), is the owner of the marks listed below which are registered in the United States Patent and Trademark Office:

| <u>Marks</u> | <u>Registration No.</u> | <u>Registration Date</u> |
|-------------------|-------------------------|--------------------------|
| LUNCHBOX | 3,912,276 | January 25, 2011 |
| lunchbox & design | 3,633,738 | June 9, 2009 |

WHEREAS, LBox, LLC, a limited liability company of the State of Delaware, located at c/o J. Walter Thompson U.S.A., Inc., 466 Lexington Avenue, New York, New York 10017 (hereinafter, "Assignee"), is desirous of acquiring said marks and said registrations thereof.

THEREFORE, for good and valuable consideration, receipt and sufficiency of which is hereby acknowledged, said Assignor does hereby assign unto said Assignee all right, title and interest in and to said marks, together with the goodwill of the business symbolized by the marks, and the registrations thereof, and all rights to damages or profits, due or accrued, arising out of past infringement of said marks or injury to said goodwill, and the right to sue for and recover the same in Assignee's own name.

* * * *

Signature Page Follows

IN WITNESS WHEREOF, this Assignment has been executed to be effective as of
the date first written above.

LUNCHBOX, L.P.

By: 
Name: Adam Roe
Title: Chief Executive Officer

LBOX, LLC

By: _____
Name: Tom Lobene
Title: Treasurer

[Signature Page to Trademark Assignment Agreement]

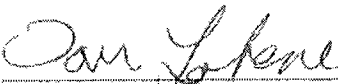
IN WITNESS WHEREOF, this Assignment has ~~been executed to be effective as of~~
the date first written above.

LUNCHBOX, L.P.

LBOX, LLC

By: _____

Name: Adam Roe
Title: Chief Executive Officer

By:  _____

Name: Tom Lobene
Title: Treasurer

[Signature Page to Trademark Assignment Agreement]