

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
For Real, LLC		10/11/2011	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Unreal Brands, Inc.		
Street Address:	53 Sargent Crossway,		
City:	Brookline		
State/Country:	MASSACHUSETTS		
Postal Code:	02445		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Serial Number:	85384991	UNCANDY	
Serial Number:	85385217	UNREAL	
Serial Number:	85385063	UNSNACKS	
CORRESPONDENCE DATA			
Fax Number:	(312)884-7352		
Phone:	3124661033		
Email:	trademark@amintalati.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:	Rakesh M. Amin		
Address Line 1:	225 N. Michigan Ave.		
Address Line 2:	Suite 700		
Address Line 4:	Chicago, ILLINOIS 60601		
ATTORNEY DOCKET NUMBER:	UNREAL MARKS TRANSFER		

OP \$90.00 85384991

900204732

**TRADEMARK
 REEL: 004642 FRAME: 0478**

NAME OF SUBMITTER:	Yuri Astvatsaturov
Signature:	/Yuri Astvatsaturov/
Date:	10/14/2011
Total Attachments: 3 source=UNREAL SIGNED - Trademark Assignments - 10-11-11#page1.tif source=UNREAL SIGNED - Trademark Assignments - 10-11-11#page2.tif source=UNREAL SIGNED - Trademark Assignments - 10-11-11#page3.tif	

ASSIGNMENT OF TRADEMARK & GOODWILL

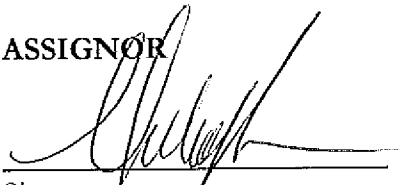
WHEREAS, For Real, LLC, a Delaware limited liability company having a place of business at 245 First Street, Suite 1800, Cambridge, Massachusetts 02142, (hereinafter referred to as "Assignor") has applied for Federal registration of the UNCANDY, UNREAL, and UNSNACKS trademarks (hereinafter referred to as "the Marks"), which are listed in the United States Patent and Trademark Office as set forth on the attached Schedule A; and

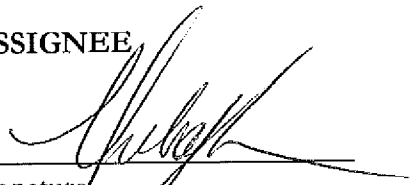
WHEREAS, Unreal Brands, Inc., a Delaware corporation having a place of business at 53 Sargent Crossway, Brookline, Massachusetts 02445, (hereinafter referred to as "Assignee") is desirous of acquiring any and all rights that Assignor may have in and to the Marks and the registrations therefor, together with the goodwill of the business in connection with which the Marks are used and which is symbolized by the Marks, along with the right to recover for damages and profits for past infringements thereof;

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby irrevocably assign unto Assignee all right, title and interest in and to the Marks and resulting registrations for the United States and throughout the world together with the goodwill of the business in connection with which the Marks are used and which is symbolized by the Marks, along with the right to recover for damages and profits for past infringements thereof;

Assignor agrees to execute and deliver at the request of the Assignee, all papers, instruments, and assignments, and to perform any other reasonable acts the Assignee may require in order to vest all Assignor's rights, title, and interest in and to the Marks in the Assignee and/or to provide evidence to support any of the foregoing in the event such evidence is deemed necessary by the Assignee, to the extent such evidence is in the possession or control of the Assignor.

IN WITNESS WHEREOF, the Assignor has executed this Agreement effective as of the date and year written below.

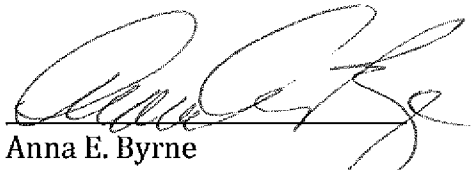
ASSIGNOR
By: 
Signature
Michael Bronner
Printed Name
Chairman
Title
10-11-11
Date

ASSIGNEE
Accepted By: 
Signature
Michael Bronner
Printed Name
Chairman
Title
10-11-11
Date

Commonwealth of Massachusetts

County of Middlesex

On this 11th day of October 11, 2011, before me, the undersigned notary public, personally appeared Michael Bronner, proved to me through satisfactory evidence of identification, which were a Massachusetts Driver's License, to be the person whose name is signed on the preceding, attached document, and who swore or affirmed to me that the contents of the document are truthful and accurate to the best of his knowledge and belief.



Anna E. Byrne

Notary Public: My commission expires August 13,



TRADEMARK

REEL: 004642 FRAME: 0481

SCHEDULE A

Mark: **UNCANDY**
Serial Number: 85/384,991
Filing Date: July 29, 2011

Mark: **UNREAL**
Serial Number: 85/385,217
Filing Date: July 29, 2011

Mark: **UNSNACKS**
Serial Number: 85/385,063
Filing Date: July 29, 2011