

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
A.P.W. Co., Inc.		05/02/2012	CORPORATION: NEW JERSEY
RECEIVING PARTY DATA			
Name:	KG Squared LLC		
Street Address:	5 Astro Place		
Internal Address:	STE B		
City:	Rockaway		
State/Country:	NEW JERSEY		
Postal Code:	07866		
Entity Type:	LIMITED LIABILITY COMPANY: NEW JERSEY		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3153745	APW	
CORRESPONDENCE DATA			
Fax Number:	6509892131		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	650-965-8731		
Email:	renewals@rajpatent.com		
Correspondent Name:	Isra Abid		
Address Line 1:	1580, W. El Camino Real		
Address Line 2:	Suite 8		
Address Line 4:	Mountain View, CALIFORNIA 94040		
ATTORNEY DOCKET NUMBER:	45364		
NAME OF SUBMITTER:	Isra Abid		

Signature:	/Isra Abid/
Date:	05/08/2012
Total Attachments: 2 source=APW Trademark Agreement Fully Executed#page1.tif source=APW Trademark Agreement Fully Executed#page2.tif	

TRADEMARK ASSIGNMENT AGREEMENT

THIS TRADEMARK ASSIGNMENT Agreement (“ASSIGNMENT”) is executed on this 2nd day of May 2012 by A.P.W. Co., Inc. , a company incorporated under the laws of New Jersey, having its principal place of business at 72 West Main St., Rockaway, New Jersey, United States, 07866 (hereinafter referred to as “ASSIGNOR”), acting through Arthur K. Pfeil (Name of signatory), its PRESIDENT (Title of signatory);

IN FAVOR OF

KG Squared LLC (hereinafter referred to as “ASSIGNEE”), a company incorporated under the laws of New Jersey, having its principal place of business at 5 Astro Place STE B, Rockaway, NJ US 07866-4053 , acting through Jason Kellenberger (Name of signatory), its OWNER (Title of signatory);

WHEREAS, the Assignor is the applicant and lawful owner of all rights, titles and interests in the following trademark applications pending with the United States Patent and Trademark Office, together with the goodwill of the business connected with and symbolized by the Trademarks;

Trademark	Type of Mark	Registration No.	Date of Filing	Status
APW	Logo Mark	3153745	2005-10-26	Registered - Principal Register

AND WHEREAS, Assignee desires to acquire all rights, titles, and interests in and to the Trademark;

NOW, THEREFORE, for good and valuable consideration of \$1.00, agreed by the parties, the receipt and adequacy of which are acknowledged, the parties intending to be legally bound by this Assignment, hereby agree as below:

The Assignor hereby irrevocably and perpetually assigns, transfers and conveys to Assignee the entire rights, titles, interests in the above mentioned Trademarks in the United States and in all jurisdictions outside the United States, along with the goodwill attached to the business connected with and symbolized by the Trademarks (including, without limitation, the right to renew any future registrations included in the Trademarks, the right to apply for trademark registrations within or outside the United States and any priority right that may arise from the Trademarks), the same to be

held and enjoyed by Assignee as fully and entirely as said interest could have been held and enjoyed by Assignor had this sale, assignment, transfer and conveyance not been made.

IN WITNESS WHEREOF, the Assignor hereto has executed this Trademark Assignment Agreement as of the date first above written.

ASSIGNOR


Arthur K. Pfeil

for A.P.W. Co., Inc.

ASSIGNEE


Jason Kellenberger

for KG Squared LLC