

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM318001

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Tessema Dosho Shifferaw		09/10/2014	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	2014 Shifferaw Family Revocable Trust		
Street Address:	1417 Arlington Blvd.		
City:	El Cerrito		
State/Country:	CALIFORNIA		
Postal Code:	94530		
Entity Type:	TRUST: CALIFORNIA		
Composed Of:	<ul style="list-style-type: none"> • Tessema Dosho Shifferaw, UNITED STATES, INDIVIDUAL • Yodit G. Shifferaw, UNITED STATES, INDIVIDUAL 		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	85351465	BOUNCEFLEX	
Serial Number:	85502349	ARMADILLO	
CORRESPONDENCE DATA			
Fax Number:			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	(650)330-0830		
Email:	twright@claim1.com		
Correspondent Name:	Edward S. Wright		
Address Line 1:	1100 Alma Street		
Address Line 2:	Suite 207		
Address Line 4:	Menlo Park, CALIFORNIA 94025		
ATTORNEY DOCKET NUMBER:	C-75417/TA2		
NAME OF SUBMITTER:	Edward S. Wright		
SIGNATURE:	/esw/		
DATE SIGNED:	09/25/2014		
Total Attachments: 2			
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TRADEMARK ASSIGNMENT

Tessema Dosho Shifferaw, also known as Tessema D. Shifferaw, an individual, residing in the City of El Cerrito, State of California ("Assignor"), is the owner of the entire right, title and interest in and to each of the trademarks and applications set forth in the attached Schedule A;

Assignor filed the applications set forth in Schedule A under Title 35, United States Code, Section 1051(b), based upon a bona fide intent to use the marks in commerce, but has not as yet shown that use of the marks has commenced; and

Tessema D. Shifferaw and Yodit G. Shifferaw, trustees of the 2014 Shifferaw Family Revocable Trust ("the Trustees" and "the Trust", respectively), successors to the ongoing and existing business of Assignor, or portion thereof, to which the marks pertain, desire to acquire, for the Trust, the entire right, title and interest in and to the trademarks and applications set forth in Schedule A.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged:

Assignor hereby sells, assigns, transfers and conveys to Tessema D. Shifferaw and Yodit G. Shifferaw, in their capacity as trustees of the 2014 Shifferaw Family Revocable Trust, successors to the ongoing and existing business of Assignor, or portion thereof, to which the marks pertain, the entire right, title and interest in and to the trademarks and applications set forth in Schedule A, together with the good will of the business symbolized thereby.

Assignor shall cooperate with the Trustees so that the Trust and its beneficiaries may enjoy the rights conveyed herein to the fullest extent of the law.

The terms, covenants and conditions of this assignment shall inure to the benefit of the Trust, the beneficiaries of the Trust, their heirs, assigns, and other legal representatives, and shall be binding upon Assignor and his heirs, assigns, and other legal representatives.

Assignor hereby warrants and represents that he has not entered and will not enter into any assignment, contract, or understanding inconsistent herewith.

IN WITNESS WHEREOF, Assignor has executed and delivered this instrument to the Trustees as of the date written below.

September 10, 2014



Tessema Dosho Shifferaw

U.S. Trademark Applications

U.S. Application No. 85/351,465, filed June 21, 2011. BOUNCEFLEX.

U.S. Application No. 85/502,349, filed December 22, 2011. ARMADILLO.