

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM336508

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
FRESHTEC, INC.		06/11/2014	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Firma Holdings Corp.		
Street Address:	375 N. Stephanie St. Bldg. 2		
City:	Henderson		
State/Country:	NEVADA		
Postal Code:	89014		
Entity Type:	CORPORATION: NEVADA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2958182	SMARTPAC	
Registration Number:	3057900	SPC	
CORRESPONDENCE DATA			
Fax Number:	8587773347		
<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:	8584882545		
Email:	dana@techlawllp.com		
Correspondent Name:	Dana B. Robinson		
Address Line 1:	PO Box 1416		
Address Line 4:	La Jolla, CALIFORNIA 92038		
ATTORNEY DOCKET NUMBER:	FRESHTEC ASSIGNMENT		
NAME OF SUBMITTER:	Dana B. Robinson		
SIGNATURE:	/Dana B. Robinson/		
DATE SIGNED:	03/28/2015		
Total Attachments: 2			
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source=Assignment of trademark SmartPac (Executed)#page1.tif			

OP \$65.00 2958182

ASSIGNMENT OF FEDERAL REGISTERED TRADEMARK

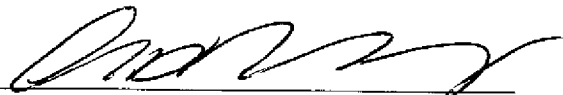
This Assignment (this "Assignment") is made as of June //, 2014 by FreshTec, Inc, a Delaware corporation, an (together with its successors and permitted assigns, "Assignor"), to Firma IP Corp., a Nevada corporation ("Assignee"), as nominee of Firma Holdings Corp (the "Purchaser").

NOW THEREFORE, in consideration of good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all of Assignor's right, title, and interest of whatever nature and kind in and to the federal registered trademark "SPC" (U.S. Registration No. 3057900; registered February 7, 2006), along with all goodwill, if any, of the part of Assignor's business connected with the use of such trademark.

This Assignment shall be binding upon the Assignor and its successors and assigns and shall inure to the benefit of the Assignee and the Purchaser and their respective successors and assigns. All representations, warranties, covenants, indemnifications and obligations set forth in the World-Wide Intellectual Property Purchase Agreement (the "Agreement") is made as of May 28, 2014 by and between the Assignor and the Purchaser shall survive the execution and delivery of this Assignment and shall remain in full force and effect in accordance with their respective terms. .

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

FRESHTEC, INC.

By: 
Name: CRAIS MACHADO
Title: PRESIDENT + CEO

ASSIGNMENT OF FEDERAL REGISTERED TRADEMARK

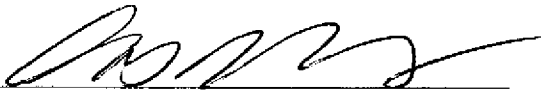
This Assignment (this "Assignment") is made as of June 22, 2014 by FreshTec, Inc, a Delaware corporation, an (together with its successors and permitted assigns, "Assignor"), to Firma IP Corp., a Nevada corporation ("Assignee"), as nominee of Firma Holdings Corp (the "Purchaser").

NOW THEREFORE, in consideration of good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all of Assignor's right, title, and interest of whatever nature and kind in and to the federal registered trademark "SMARTPAC" (U.S. Registration No. 2958182; registered May 31, 2005), along with all goodwill, if any, of the part of Assignor's business connected with the use of such trademark.

This Assignment shall be binding upon the Assignor and its successors and assigns and shall inure to the benefit of the Assignee and the Purchaser and their respective successors and assigns. All representations, warranties, covenants, indemnifications and obligations set forth in the World-Wide Intellectual Property Purchase Agreement (the "Agreement") is made as of May 28, 2014 by and between the Assignor and the Purchaser shall survive the execution and delivery of this Assignment and shall remain in full force and effect in accordance with their respective terms. .

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

FRESHTEC, INC.

By: 
Name: CRAIG MACCADDO
Title: PRESIDENT & CEO