

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM372609

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Momentum Management, LLC dba Bushman Products		01/21/2016	LIMITED LIABILITY COMPANY: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Pacific Coast Holdings IP, LLC		
<b>Street Address:</b>	1206 W. Jon Street		
<b>City:</b>	Torrance		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	90502		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 61</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	85833726	O	
<b>Serial Number:</b>	86530018	SCREAMINGO BETTER BULLET	
<b>Serial Number:</b>	86601667	POP VIBE	
<b>Serial Number:</b>	86601685	RODEO	
<b>Serial Number:</b>	86601690	OVIBE	
<b>Serial Number:</b>	86601698	GO STIX	
<b>Serial Number:</b>	86699733	SPORK	
<b>Serial Number:</b>	86778625	SPORT	
<b>Serial Number:</b>	86778614	VOOOM	
<b>Serial Number:</b>	86851497	TRUE SILICONE	
<b>Registration Number:</b>	3377538	THE SCREAMING O	
<b>Registration Number:</b>	3551630	LING O	
<b>Registration Number:</b>	3551631	O MAN	
<b>Registration Number:</b>	3551636	TWO-O	
<b>Registration Number:</b>	3555117	FING O	
<b>Registration Number:</b>	3958566	O GEE	
<b>Registration Number:</b>	3958567	PROPELLO	
<b>Registration Number:</b>	3958568	O-JOY	
<b>Registration Number:</b>	3958569	WOO HOO	
<b>TRADEMARK</b>			

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Property Type	Number	Word Mark
Registration Number:	3966924	BANGO
Registration Number:	3966925	WANGO
Registration Number:	3966926	O GLOW
Registration Number:	4066569	IT'S WHAT ALL THE BUZZ IS ABOUT!
Registration Number:	4074837	TRI-O
Registration Number:	4074838	BONG-O
Registration Number:	4074839	O WOW
Registration Number:	4088635	BULLET BUDDIES
Registration Number:	4136911	STUDIO COLLECTION
Registration Number:	4145317	KEEP'EM SCREAMING!
Registration Number:	4145318	PLAY SAFE. STAY SEXY.
Registration Number:	4215232	O BALM
Registration Number:	4223030	COME IN STYLE
Registration Number:	4250231	FREE ORGASMS!
Registration Number:	4332202	THE SCREAMING O PRIMO
Registration Number:	4340306	THE BIG O
Registration Number:	4344144	MASTERING
Registration Number:	4396206	SCREAMING O
Registration Number:	4400537	MAKE LOVE MORE FUN
Registration Number:	4523104	PACO'S TACO
Registration Number:	4539593	
Registration Number:	4540299	PRIMO
Registration Number:	4540300	MUSTACHIO
Registration Number:	4540301	DOUBLEO
Registration Number:	4610837	AMIGO
Registration Number:	4618664	BLINGO
Registration Number:	4671886	OVERTIME
Registration Number:	4671887	VIBROMAN
Registration Number:	4671888	COLOR POP
Registration Number:	4675092	O
Registration Number:	4682206	BANDOLERO
Registration Number:	4684835	FINGO TIPS
Registration Number:	4726664	OHARE
Registration Number:	4768983	OPIUM
Registration Number:	4822232	GO VIBE RING
Registration Number:	4852465	ORBIT
Registration Number:	4852466	SNORKELO
Registration Number:	4852467	SCREAMIN' DEMON

Property Type	Number	Word Mark
Registration Number:	4852468	OBOB BATTERY OPERATED BOYFRIEND
Registration Number:	4852469	DYNAMO
Registration Number:	4852495	OFINITY
Registration Number:	4867037	MY SECRET SCREAMING O

**CORRESPONDENCE DATA**

Fax Number: 3105530687

*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.*

Phone: (310) 553-3610

Email: ipmail@greenbergglusker.com

Correspondent Name: Jesse Saivar

Address Line 1: 1900 Avenue of the Stars

Address Line 2: Suite 2100

Address Line 4: Los Angeles, CALIFORNIA 90067

**ATTORNEY DOCKET NUMBER:** 57812-00001

**NAME OF SUBMITTER:** Jesse Saivar

**SIGNATURE:** /jesse saivar/

**DATE SIGNED:** 02/09/2016

**Total Attachments: 3**

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**INTELLECTUAL PROPERTY ASSIGNMENT**

THIS INTELLECTUAL PROPERTY ASSIGNMENT ("Assignment") is entered into effective as of Jan 21, 2016 ("Effective Date") by and between Momentum Management, LLC dba Bushman Products, a California limited liability company ("Assignor") and Pacific Coast Holdings IP, LLC, a California limited liability company ("Assignee").

WHEREAS, Assignor wishes to assign to Assignee, and Assignee wishes to acquire from Assignor, Assignor's entire right, title and interest in and to all intellectual property owned by Assignor, including without limitation all trademarks, copyrights, patents, domain names and trade secrets related to Assignor's business and all rights in product designs, customer and vendor lists, and business plans associated with Assignor's business (the "IP"). The IP shall specifically include the applied-for and registered intellectual property detailed in Schedule 1 attached hereto.

NOW, THEREFORE, in consideration of the payment of \$ [REDACTED] by Assignee to Assignor, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor agrees as follows:

Assignor hereby sells, assigns, transfers, and relinquishes to Assignee, its successors and assigns, all right, title and interest in and to the IP and all applications and/or registrations therefor, together with the goodwill associated with all trademarks included in the IP, including all of Assignor's rights to sue and recover for damages arising out of or in connection with any and all past, present or future infringements or dilution of or damage to such IP or the associated goodwill.

Assignor hereby agrees to execute upon the request of Assignee such additional documents as are necessary to register and otherwise give full effect to the rights of the Assignee under this Assignment in and to the IP, including all documents necessary to record in the name of the Assignee the assignment of the trademarks with the United States Patent and Trademark Office or the corresponding entity in any other country.

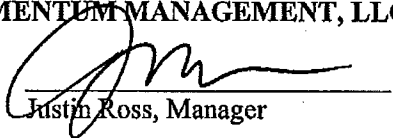
This Assignment may not be supplemented, altered or modified in any manner except by a writing signed by all parties hereto. This Assignment shall bind and inure to the benefit of the respective parties and their assigns, transferees and successors. This Assignment and the performance hereunder shall be governed by and construed in accordance with the laws of the State of California. This Assignment may be executed in one or more counterparts, and by the different parties hereto in separate counterparts, each of which when executed will be deemed to be an original but all of which taken together will constitute one and the same agreement. Signature pages transmitted by facsimile, e-mail or other electronic means shall be deemed to be originals.

IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment to be executed by their duly authorized representatives as of the Effective Date.

**"ASSIGNOR"**

**MOMENTUM MANAGEMENT, LLC**


By:

  
Justin Ross, Manager

**"ASSIGNEE"**

**PACIFIC COAST HOLDINGS IP, LLC**

By:

  
Justin Ross, Manager

**SCHEDULE 1**

**TRADEMARKS**

<b>Trademark</b>	<b>Application No.</b>	<b>Registration No.</b>	<b>Office</b>	<b>Status</b>
SCREAMING O (Logo)	77/166,485	3,377,538	USA	Registered
LING O	77/409,214	3,551,630	USA	Registered
O MAN	77/409,217	3,551,631	USA	Registered
TWO-O	77/409,535	3,551,636	USA	Registered
FING O	77/409,215	3,555,117	USA	Registered
O GEE	77/789,547	3,958,566	USA	Registered
PROPELLO	77/789,549	3,958,567	USA	Registered
O-JOY	77/789,557	3,958,568	USA	Registered
WOO HOO	77/789,558	3,958,568	USA	Registered
BANGO	77/789,556	3,966,924	USA	Registered
WANGO	77/789,560	3,966,925	USA	Registered
O GLOW	77/789,562	3,966,926	USA	Registered
IT'S WHAT ALL THE BUZZ IS ABOUT!	85/294,396	4,066,569	USA	Registered
TRI-O	85/066,712	4,074,837	USA	Registered
BONG-O	85/066,717	4,074,838	USA	Registered
O WOW	85/066,725	4,074,839	USA	Registered
BULLET BUDDIES	85/066,707	4,088,635	USA	Registered
STUDIO COLLECTION	85/323,017	4,136,911	USA	Registered
KEEP'EM SCREAMING!	85/292,736	4,145,317	USA	Registered
PLAY SAFE. STAY SEXY	85/292,744	4,145,318	USA	Registered
O BLAM	85/391,223	4,215,232	USA	Registered
COME IN STYLE	85/388,490	4,223,030	USA	Registered
FREE ORGASMS!	85/646,308	4,250,231	USA	Registered
THE SCREAMING O PRIMO	77/789,551	4,332,202	USA	Registered
THE BIG O (Logo)	76/660,796	4,340,306	USA	Registered
MASTERING	85/671,570	4,344,144	USA	Registered
SCREAMING O	85/850,336	4,396,206	USA	Registered
MAKE LOVE MORE FUN	85/219,954	4,400,537	USA	Registered
PACO'S TACO	85/850,442	4,523,104	USA	Registered
COCK (Logo)	85/871,419	4,539,593	USA	Registered
PRIMO	85/966,781	4,540,299	USA	Registered
MUSTACHIO	85/966,811	4,540,300	USA	Registered
DOUBLEO	85/966,829	4,540,301	USA	Registered
AMIGO	85/966,794	4,610,837	USA	Registered
BLINGO	86/074,236	4,618,664	USA	Registered
OVERTIME	86/346,008	4,671,886	USA	Registered
VIBROMAN	86/346,036	4,671,887	USA	Registered
COLOR POP	86/346,072	4,671,888	USA	Registered

O (Logo)	86/302,660	4,675,092	USA	Registered
BANDOLERO	86/346,067	4,682,206	USA	Registered
FINGO TIPS	86/346,090	4,684,835	USA	Registered
OHARE	86/346,016	4,726,664	USA	Registered
OPIUM	85/609,449	4,768,983	USA	Registered
GO VIBE RING	86/603,527	4,822,232	USA	Registered
ORBIT	86/430,261	4,852,465	USA	Registered
SNORKELO	86/430,273	4,852,466	USA	Registered
SCREAMIN' DEMON	86/430,296	4,852,467	USA	Registered
OBOB BATTERY OPERATED BOYFRIEND	86/430,307	4,852,468	USA	Registered
DYNAMO	86/430,318	4,852,469	USA	Registered
OFINITY	86/439,873	4,852,495	USA	Registered
MY SECRET SCREAMING O	86/622,163	4,867,037	USA	Registered
O (letter)	85/833,726		USA	In Suspension
SCREAMING O BETTER BULLET (Logo)	86/530,018		USA	In Progress
POP VIBE	86/601,667		USA	In Progress
RODEO	86/601,685		USA	In Progress
OVIBE	86/601,690		USA	In Progress
GO STIX	86/601,698		USA	In Progress
SPORK	86/699,733		USA	In Progress
SPORT	86/778,625		USA	In Progress
VOOOM	86/778,614		USA	In Progress
TRUE SILICONE	86/851,497		USA	In Progress
[REDACTED]	[REDACTED]		[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]		[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]