

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
Joel Friedman		08/03/2007	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Mikawayaya, Inc.		
Street Address:	800 East 4th Street		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90013		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77218631	MOCHILATO	
CORRESPONDENCE DATA			
Fax Number:	(213)232-7703		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	213-443-7996		
Email:	rcaras@smithrendon.com		
Correspondent Name:	Rhea Caras/Smith & Rendon LLP		
Address Line 1:	333 South Grand Avenue		
Address Line 2:	Suite 4200		
Address Line 4:	Los Angeles, CALIFORNIA 90071-1546		
NAME OF SUBMITTER:	Rhea Caras		
Signature:	/rhea caras/		
Date:	10/09/2008		

OP \$40.00 77218631

Total Attachments: 1

900118117

**TRADEMARK
 REEL: 003868 FRAME: 0203**

Assignment

WHEREAS, Joel Friedman of 800 East 4th Street, Los Angeles, California 90013, has intended to use the mark MOCHILATO in interstate commerce and has filed an application with the United States Patent and Trademark office on June 29, 2007 based on his bona fide intent to use such mark in commerce, which application has been given Serial No. 77/218631, but has not yet filed an allegation of use of the mark under Section 1(c) or 1(d) of the Trademark Act; and

WHEREAS, Joel Friedman is assigning the MOCHILATO mark in the above-identified application as part of the entire business or portion thereof, to which the MOCHILATO mark pertains;

WHEREAS, Mikawaya, Inc. of 800 East 4th Street, Los Angeles, California 90013, the successor of the ongoing and existing business, or portion thereof, of Joel Friedman to which the mark pertains, is desirous of acquiring said trademark and the pending application therefor;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Joel Friedman does hereby assign to Mikawaya, Inc. all right, title and interest in and to the trademark and the good will of the business symbolized thereby.

This Assignment is dated as of this third day of August, 2007.



Joel Friedman