

## ASSIGNMENT OF TRADE NAME

**THIS ASSIGNMENT OF TRADE NAME** (the "Assignment") dated this \_\_\_\_\_.

**BETWEEN**

\_\_\_\_\_ of \_\_\_\_\_  
(the "Assignor")

- and -

\_\_\_\_\_ of \_\_\_\_\_  
(the "Assignee")

### Trade Name

1. Trade Name: \_\_\_\_\_.
2. Registration Details: \_\_\_\_\_.

### Assignment

3. In consideration of \$\_\_\_\_\_ (the "Price"), the receipt and sufficiency of which is hereby acknowledged, the Assignor does sell, assign and transfer to the Assignee the Trade Name, together with that portion of the good will of the business with which the Trade Name is associated, and all right, title and interest in the Trade Name, including, but not limited to, the right to use the Trade Name, the right to register the Trade Name and to renew registration of the Trade Name.
4. The Price is payable in U.S. dollars and is payable on the signing of this Agreement.

### Governing Law

5. The Assignor and the Assignee submit to the jurisdiction of the courts of the State of California for the enforcement of this Assignment or any arbitration award or decision arising from this Assignment. This Assignment will be enforced or construed according to the laws of the State of California.

### Miscellaneous

6. Time is of the essence in this Assignment.
7. This Assignment may be executed in counterparts. Facsimile signatures are binding and are considered to be original signatures.
8. Headings are inserted for the convenience of the parties only and are not to be considered when interpreting this Assignment. Words in the singular mean and include the plural and vice versa. Words in the masculine gender include the feminine gender and vice versa. Words in the neuter

gender include the masculine gender and the feminine gender and vice versa.

9. This Assignment and the terms and conditions contained in this Assignment apply to and are binding upon the Assignor, the Assignee and their respective successors, assigns, executors, administrators, beneficiaries, and representatives.

**IN WITNESS WHEREOF** the parties have affixed their signatures in the State of \_\_\_\_\_ this

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Acknowledged before me on this \_\_\_\_\_.

\_\_\_\_\_  
A Notary Public in and for the State of \_\_\_\_\_