

ESTTA Tracking number: **ESTTA542109**

Filing date: **06/06/2013**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Petition for Cancellation

Notice is hereby given that the following party requests to cancel indicated registration.

Petitioner Information

Name	ASHLAND LICENSING & INTELLECTUAL PROPERTY LLC		
Entity	Corporation	Citizenship	DELAWARE
Address	5200 BLAZER PARKWAY DUBLIN, OH 43017 UNITED STATES		

Correspondence information	VERNON F. VENNE PRESIDENT ASHLAND LICENSING & INTELLECTUAL PROPERTY LLC 3499 BLAZER PARKWAY LEXINGTON, KY 40509 UNITED STATES eamitchell@ashland.com, cmhughes@ashland.com Phone:859-357-7405		
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Registrations Subject to Cancellation

Registration No	3450454	Registration date	06/17/2008
Registrant	SUNPOINT INTERNATIONAL GROUP USA CORP. 2380 SW 80 CT MIAMI, FL 33155 UNITED STATES		

Goods/Services Subject to Cancellation

Class 004. First Use: 2008/04/15 First Use In Commerce: 2008/04/15 All goods and services in the class are cancelled, namely: Lubricants for automobiles

Grounds for Cancellation

Priority and likelihood of confusion	Trademark Act section 2(d)		
Dilution	Trademark Act section 43(c)		
Other	Abandonment Due to Nonuse		
Registration No	3454800	Registration date	06/24/2008
Registrant	SUNPOINT INTERNATIONAL GROUP USA CORP. 2380 SW 80 CT MIAMI, FL 33155 UNITED STATES		

Goods/Services Subject to Cancellation

Class 004. First Use: 2008/04/15 First Use In Commerce: 2008/04/15 All goods and services in the class are cancelled, namely: Lubricants for automobiles

Grounds for Cancellation

Priority and likelihood of confusion	Trademark Act section 2(d)
Dilution	Trademark Act section 43(c)
Other	Abandonment Due to Nonuse

Marks Cited by Petitioner as Basis for Cancellation

U.S. Registration No.	53237	Application Date	04/14/1905
Registration Date	05/29/1906	Foreign Priority Date	NONE
Word Mark	VALVOLINE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class U015 (International Class 004). First use: First Use: 1873/07/00 First Use In Commerce: 1873/07/00 LUBRICATING-OILS		

U.S. Registration No.	739915	Application Date	12/11/1961
Registration Date	10/30/1962	Foreign Priority Date	NONE
Word Mark	VALVOLINE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class U015 (International Class 004). First use: First Use: 1873/07/31 First Use In Commerce: 1873/07/31 Petroleum Products for Use in Connection with Vehicles Operated by Motive Power and in Connection with Engines and Machinery Generally		

U.S. Registration No.	1084465	Application Date	05/10/1977
Registration Date	02/07/1978	Foreign Priority Date	NONE
Word Mark	VALVOLINE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 004. First use: First Use: 1977/04/06 First Use In Commerce: 1977/04/06 FUELS FOR INTERNAL COMBUSTION ENGINES-NAMELY, STARTING FLUIDS, FUEL AND OIL MIXTURES FOR USE IN INTERNAL COMBUSTION ENGINES, AND PREPARED COMPOSITIONS FOR MIXING WITH GASOLINE AND OTHER FUELS IN PREPARING FUEL MIXTURES		

U.S. Registration No.	2621773	Application Date	08/09/1999
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Registration Date	09/17/2002	Foreign Priority Date	NONE
Word Mark	MAX LIFE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 004. First use: First Use: 1999/09/00 First Use In Commerce: 1999/09/00 Motor oils, lubricants and greases all for motor vehicles		

U.S. Registration No.	2513312	Application Date	11/09/1999
Registration Date	11/27/2001	Foreign Priority Date	NONE
Word Mark	MAXLIFE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 004. First use: First Use: 1999/09/00 First Use In Commerce: 1999/09/00 MOTOR OILS, LUBRICANTS AND GREASES, ALL FOR AUTOMOBILES		

U.S. Registration No.	2518757	Application Date	05/26/2000
Registration Date	12/11/2001	Foreign Priority Date	NONE
Word Mark	MAX LIFE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 004. First use: First Use: 2001/01/01 First Use In Commerce: 2001/01/01 AUTOMATIC TRANSMISSION FLUID		

U.S. Registration No.	2518758	Application Date	05/26/2000
Registration Date	12/11/2001	Foreign Priority Date	NONE
Word Mark	MAXLIFE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 004. First use: First Use: 2001/01/01 First Use In Commerce: 2001/01/01 AUTOMATIC TRANSMISSION FLUID		

Attachments	Petition for Cancellation w Exhibits FINAL.pdf(1658100 bytes)
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Certificate of Service

The undersigned hereby certifies that a copy of this paper has been served upon all parties, at their address record by First Class Mail on this date.

Signature	/vernon f. venne/
Name	VERNON F. VENNE
Date	06/06/2013

GROUNDS FOR PETITION

As grounds for this petition, it is alleged as follows:

1. Commencing at least as early as **July 1873** and continuing through to the present date, Petitioner and its predecessor(s) in interest and/or licensee(s) (hereinafter collectively referred to as “Petitioner’s Affiliates” or “Affiliates”) have used in interstate commerce the trademark “VALVOLINE” in connection with the manufacture, sale and promotion of lubricating oils for automotive use.

2. Commencing on or about **September 1999** and continuing through to the present date, Petitioner and its Affiliates have used in interstate commerce the trademark “MAX LIFE” in connection with the manufacture, sale and promotion of motor oils, lubricants and greases, all for motor vehicles.

3. “VALVOLINE” and “MAX LIFE” are distinctive trademarks, and because of Petitioner and its Affiliates’ prior and continuous use of said trademarks in conjunction with the sale and promotion of Petitioner and its Affiliates’ lubricating oils for automotive use and other related products, and by reason of expenditure by Petitioner and its Affiliates of substantial amounts of time and effort in advertising and promotion said trademarks, they have become associated in the public mind with Petitioner and its Affiliates, and are symbolic of extensive goodwill and consumer recognition built up by Petitioner and its Affiliates.

4. Petitioner’s “VALVOLINE” trademark, having attained distinctiveness in the public mind, has been registered in the United States Patent and Trademark Office under the following registrations on the Principal Register:

- U.S. Registration No. 53237 registered May 29, 1906 (**U.S. Registration No. 53237, Exhibit A**);
- U.S. Registration No. 739915 registered October 30, 1962 (**U.S. Registration No. 739915, Exhibit B**);
- U.S. Registration No. 1084465 registered February 7, 1978 (**U.S. Registration No. 1084465, Exhibit C**);

5. Petitioner's "MAX LIFE" trademark, having attained distinctiveness in the public mind, has been registered in the United States Patent and Trademark Office under the following registrations on the Principal Register:

- U.S. Registration No. 2621773 registered September 17, 2002 (**U.S. Registration No. 2621773, Exhibit D**);
- U.S. Registration No. 2513312 registered November 27, 2001 (**U.S. Registration No. 2513312, Exhibit E**);
- U.S. Registration No. 2518757 registered December 11, 2001 (**U.S. Registration No. 2518757, Exhibit F**);
- U.S. Registration No. 2518758 registered December 11, 2001 (**U.S. Registration No. 2518758, Exhibit G**);

6. The Registrations for MAXVOLUME that Petitioner seeks to cancel, U.S. Registration Nos. 3454800 and 3450454 (the "Registrations"), were originally issued in the name of an individual, Gabriel E. Pappaterra, a U.S. citizen with an address of 40 Lynbrook Drive, Sound Beach, New York 11789, and later assigned to the current owner of record, Sunpoint International Group USA Corp., with a business address of 2380 SW

80 CT, Miami, Florida 33155 (**U.S. Registration No. 3450454, Exhibit #1** and **U.S. Registration No. 3454800, Exhibit #2**).

7. A copy of the Trademark Assignment dated May 14, 2012 filed in the Assignment Branch of the Trademark Office against U.S. Registration Nos. 3450454 and 3454800, and recorded at Reel No. 004800, Frame No. 0583 on June 13, 2012, is attached hereto as **Exhibit #3**.

8. The Registrations are for the mark “MAXVOLINE” for “lubricants for automobiles”, claiming first use anywhere and in commerce on April 15, 2008.

9. As of the 2008 date that Respondent recited in the Registrations as its date of first use of the MAXVOLINE mark on lubricants for automobiles, Petitioner and its Affiliates had been using the “VALVOLINE” mark on lubricating oils for automotive use for a continuous period **in excess of a century**. As of 2008, Petitioner and its Affiliates had been using the “MAX LIFE” mark on lubricating oils for automotive use for a continuous period of **9** years.

10. By virtue of the mark’s long use and its recognition by the general consuming public in the U.S. and beyond, Petitioner’s “VALVOLINE” mark has become a famous trademark under the meaning of Section 43(c) of the U.S. Trademark Act (15 U.S.C. §1125(c) *et seq*), and is entitled to the protections afforded under the statute.

11. Attesting to the claim of the fame of the “VALVOLINE” trademark, Petitioner attaches hereto a photograph, marked **Exhibit H**, taken at the National Trademark Expo event, held on the campus of the United States Patent and Trademark Office in Alexandria, Virginia in October 2012. The Trademark Office prepared and

installed the display shown in Exhibit H at the Expo, which identifies the “VALVOLINE” brand as a “100-year-old Registered Trademark”. .)

12. On information and belief, Petitioner submits that Respondent’s MAXVOLINE mark is a term formed by conjoining Petitioner’s “MAX LIFE” mark with Petitioner’s “VALVOLINE” mark, i.e., MAX LIFE + VALVOLINE = MAXVOLINE, in an attempt to unlawfully associate Respondent with Petitioner and the good will and reputation of Petitioner’s “MAX LIFE” and “VALVOLINE” marks.

13. The Registrations for the mark “MAXVOLINE” are confusingly similar to the marks “VALVOLINE” and “MAX LIFE”, in which the Petitioner holds long-standing, and now incontestable, trademark rights for lubricating oils for automotive use and related products.

14. Products sold and promoted under the marks “VALVOLINE” and “MAX LIFE”, and the products furnished by the Respondent under the mark “MAXVOLINE,” are provided to the same type of customers for the same purposes. Moreover, the similar nature of the products provided under the marks, and the similarity of the respective marks, including their appearance, sound, and connotation, are such that there is a substantial likelihood that purchasers and prospective purchasers of products of Petitioner and/or its licensee(s) and Respondent’s products will be confused, mistaken or deceived as to the origin or sponsorship of Respondent’s products sold under its trademark “MAXVOLINE” and their relationship to the products of Petitioner and/or its licensee(s) furnished under the trademarks “VALVOLINE” and “MAX LIFE”.

15. Assuming Respondent continues to offer goods under the registered mark “MAXVOLINE,” customers and potential customers of Petitioner and/or its licensee(s)

will assume or are likely to assume that there is some connection between Petitioner and Respondent, or that products of Petitioner and/or its licensee(s) are furnished by Respondent, or Respondent's products are furnished by Petitioner. As a direct consequence, potential customers of Petitioner and/or its licensee(s) will purchase Respondent's products erroneously believing them to be sold, promoted, sponsored by and/or otherwise connected with Petitioner. Moreover, in the event that Respondent's products should prove unsatisfactory, Petitioner's goodwill associated with its products and marks will suffer correspondingly.

16. The Registrations of the trademark "MAXVOLINE" of Respondent for its products will dilute the value of Petitioner's marks "VALVOLINE" and "MAX LIFE" and lessen the distinctive status which they now enjoy, thereby causing substantial damage to the goodwill associated with Petitioner's trademarks.

17. On information and belief, Respondent has not used the MAXVOLINE mark covered by either of the Registrations, No. 3450454 or No. 3454800, for at least three consecutive and continuous years preceding this Petition in connection with the goods listed in the Registrations, and is therefore presumed to have abandoned the MAXVOLINE mark without an intent to resume use as to the goods covered by the Registrations. Accordingly, the Registrations should be cancelled for non-use.

18. For all the above reasons, Respondent's Registrations of the trademark "MAXVOLINE" will cause and is causing irreparable damage, loss, and injury to Petitioner and to Petitioner's business and goodwill and to Petitioner's rights in, to and under the trademarks "VALVOLINE" and "MAX LIFE".

WHEREFORE, Petitioner respectfully requests that U.S. Registration Nos. 3450454 and 3454800 for the trademark "MAXVOLUME" be cancelled and that this Petition for Cancellation be sustained in favor of Petitioner on the grounds that the Registrations are confusingly similar to Petitioner's famous trademark, "VALVOLUME", and Petitioner's distinctive trademark, "MAX LIFE", the Registrations are dilutive of Petitioner's trademarks, and because Respondent is believed to have abandoned the "MAXVOLUME" mark.

The Commissioner is hereby authorized to charge the amount of \$600.00 to cover the U.S. Government Fees for this Petition to Petitioner's Deposit Account No. 012530.

Respectfully submitted,

By: Vernon F. Venne
Vernon F. Venne
President, Ashland Licensing &
Intellectual Property LLC

CERTIFICATE OF SERVICE

I hereby certify that a true and correct copy of the foregoing Petition for Cancellation has been served upon the following by regular U.S. mail this 6th day of June, 2013:

SUNPOINT INTERNATIONAL GROUP USA CORP.
2380 SW 80 CT
Miami, Florida 33155

With a copy to its counsel of record:

Jeffrey M. Furr
2622 Debolt Road
Utica, Ohio 43080

By: Vernon F. Venne
Vernon F. Venne
President, Ashland Licensing &
Intellectual Property LLC

UNITED STATES PATENT OFFICE.

**VALVOLINE OIL COMPANY, OF EDGEWATER, NEW JERSEY, AND
NEW YORK, N. Y.**

TRADE-MARK FOR LUBRICATING-OILS.

No. 53,237.

Statement and Declaration.

Registered May 29, 1906.

Application filed April 14, 1905. Serial No. 1,477.

STATEMENT.

To all whom it may concern:

Be it known that the VALVOLINE OIL COMPANY, a corporation duly organized under the laws of the State of New Jersey, and located at Edgewater, in the county of Bergen, in said State, and doing business at said Edgewater, and also at No. 11 Broadway, in the city of New York, borough of Manhattan, in the county and State of New York, has adopted for its use a trade-mark, of which the following is a description.

The trade-mark consists of the word "VALVOLINE."

This trade-mark has been continuously used in the business of the said corporation, and those from whom it derived its title, since July, 1873.

The class of merchandise to which this trade-mark is appropriated is oils, and the particular description of goods comprised in said class on which it is used by the said corporation is lubricating-oils.

It has been the practice of the said corporation to stencil or otherwise apply the trade-mark to the containers, and it is also printed on labels and tags affixed to the containers.

VALVOLINE OIL COMPANY,
By W. DIXON ELLIS,
President.

Witnesses:

C. B. W. ANDERSON,
WALTER POST.

DECLARATION.

State of New York, city and county of New York, ss:

W. DIXON ELLIS, being duly sworn, deposes and says that he is the president of the corporation, the applicant named in the foregoing statement; that he believes the foregoing statement is true; that he believes said corporation is the owner of the trade-mark sought to be registered; that no other person, firm, corporation or association, to the best of his knowledge and belief, has the right to use said trade-mark, either in the identical form or in any such near resemblance thereto as might be calculated to deceive; that said trade-mark is used by said corporation in

commerce among the several States of the United States namely with New York, New Jersey, Pennsylvania, Massachusetts between the United States and foreign nations or Indian tribes, and particularly with England, Germany, France, India and that the description, drawing and specimen or facsimiles presented truly represent the trade-mark sought to be registered.

W. DIXON ELLIS.

Subscribed and sworn to before me this eleventh day of April, 1905.

[i. s.] H. T. LEONARD,
Notary Public, (No. 87,) New York County

United States Patent Office

739,915
Registered Oct. 30, 1962

**PRINCIPAL REGISTER
Trademark**

Ser. No. 133,746, filed Dec. 11, 1961

VALVOLINE

Ashland Oil & Refining Company (Kentucky corporation)
1409 Winchester Ave.
Ashland, Ky.

For: PETROLEUM PRODUCTS FOR USE IN CONNECTION WITH VEHICLES OPERATED BY MOTIVE POWER AND IN CONNECTION WITH ENGINES AND MACHINERY GENERALLY, in CLASS 15.

First use at least as early as July 31, 1873; in commerce at least as early as July 31, 1873.

Owner of Reg. Nos. 53,237, 700,385 and others.

Int. Cl.: 4

Prior U.S. Cl.: 15

United States Patent Office

Reg. No. 1,084,465

Registered Feb. 7, 1978

TRADEMARK

Principal Register

VALVOLINE

Ashland Oil, Inc. (Kentucky corporation)
1409 Winchester Ave.
Ashland, Ky. 41101

For: FUELS FOR INTERNAL COMBUSTION ENGINES—NAMELY, STARTING FLUIDS, FUEL AND OIL MIXTURES FOR USE IN INTERNAL COMBUSTION ENGINES, AND PREPARED COMPOSITIONS FOR MIXING WITH GASOLINE AND OTHER FUELS IN PREPARING FUEL MIXTURES—in CLASS 4 (U.S. CL. 15).

First use Apr. 6, 1977; in commerce Apr. 6, 1977.

Owner of Reg. Nos. 532,237, 1,072,044, and others.

Ser. No. 126,032, filed May 10, 1977.

R. M. ROSS, Examiner

Int. Cl.: 4

Prior U.S. Cls.: 1, 6, and 15

Reg. No. 2,621,773

United States Patent and Trademark Office

Registered Sep. 17, 2002

**TRADEMARK
PRINCIPAL REGISTER**

MAX LIFE

ASHLAND INC. (KENTUCKY CORPORATION)
3499 BLAZER PARKWAY
LEXINGTON, KY 40512

FIRST USE 9-0-1999; IN COMMERCE 9-0-1999.

SN 75-771,761, FILED 8-9-1999.

FOR: MOTOR OILS, LUBRICANTS AND GREASES ALL FOR MOTOR VEHICLES, IN CLASS 4 (U.S. CLS. 1, 6 AND 15).

HOWARD B. LEVINE, EXAMINING ATTORNEY

Int. Cl.: 4

Prior U.S. Cls.: 1, 6, and 15

United States Patent and Trademark Office

Reg. No. 2,513,312

Registered Nov. 27, 2001

**TRADEMARK
PRINCIPAL REGISTER**

MAXLIFE

**ASHLAND INC. (KENTUCKY CORPORATION)
3499 BLAZER PARKWAY
LEXINGTON, KY 40512**

FIRST USE 9-0-1999; IN COMMERCE 9-0-1999.

SN 75-845,759, FILED 11-9-1999.

FOR: MOTOR OILS, LUBRICANTS AND GREASES, ALL FOR AUTOMOBILES, IN CLASS 4 (U.S. CLS. 1, 6 AND 15).

MICHAEL SOUDERS, EXAMINING ATTORNEY

Int. Cl.: 4

Prior U.S. Cls.: 1, 6, and 15

Reg. No. 2,518,757

United States Patent and Trademark Office

Registered Dec. 11, 2001

**TRADEMARK
PRINCIPAL REGISTER**

MAX LIFE

**ASHLAND INC. (KENTUCKY CORPORATION)
3499 BLAZER PARKWAY
LEXINGTON, KY 40512**

FIRST USE 1-1-2001; IN COMMERCE 1-1-2001.

SN 76-057,392, FILED 5-26-2000.

**FOR: AUTOMATIC TRANSMISSION FLUID, IN
CLASS 4 (U.S. CLS. 1, 6 AND 15).**

FRED MANDIR, EXAMINING ATTORNEY

Int. Cl.: 4

Prior U.S. Cls.: 1, 6, and 15

Reg. No. 2,518,758

United States Patent and Trademark Office

Registered Dec. 11, 2001

**TRADEMARK
PRINCIPAL REGISTER**

MAXLIFE

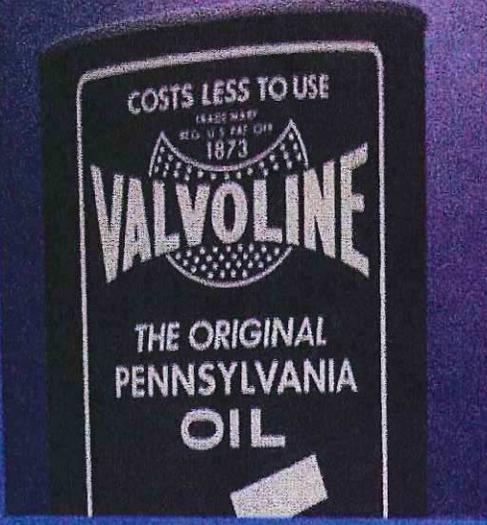
**ASHLAND INC. (KENTUCKY CORPORATION)
3499 BLAZER PARKWAY
LEXINGTON, KY 40512**

FIRST USE 1-1-2001; IN COMMERCE 1-1-2001.

SN 76-057,393, FILED 5-26-2000.

**FOR: AUTOMATIC TRANSMISSION FLUID, IN
CLASS 4 (U.S. CLS. 1, 6 AND 15).**

FRED MANDIR, EXAMINING ATTORNEY



100-year-old
Registered
Trademarks

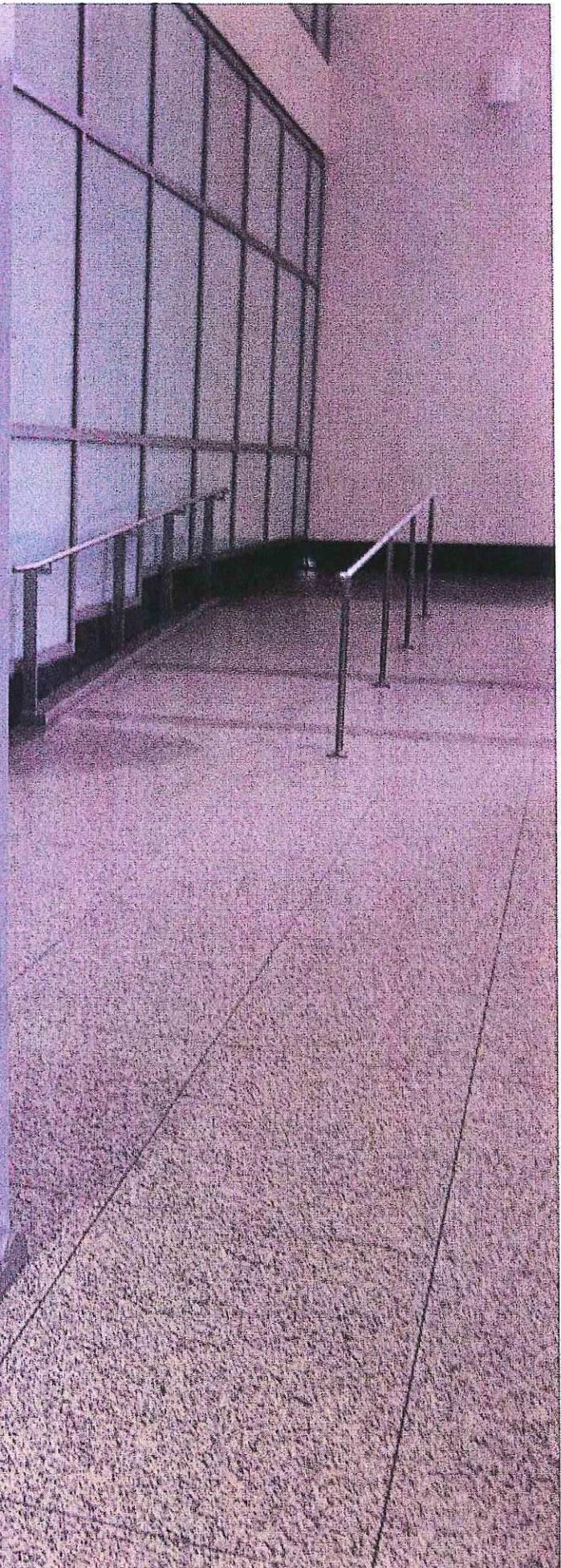
Valvoline Registration Numbers
0864216 & 0091332

VALVOLINE®

The VALVOLINE word mark and logo were registered in 1906 for "lubricating oils."

VALVOLINE, a division of Ashland Inc., has been developing high performance automotive and industrial products and services for more than 135 years - longer than any other motor oil company. Dr. John Ellis built the world's first mineral lubricating refinery for producing crude-based lubricating oil in Binghamton, NY, in 1866. The product was initially called Binghamton Cylinder Oil.

Source: Supermarkets Australia and www.valvoline.com



Int. Cl.: 4

Prior U.S. Cls.: 1, 6, and 15

United States Patent and Trademark Office

Reg. No. 3,450,454
Registered June 17, 2008

TRADEMARK
PRINCIPAL REGISTER

Maxvoline

PAPPATERRA, GABRIEL E. (UNITED STATES
INDIVIDUAL)
40 LYNBROOK DRIVE
SOUND BEACH, NY 11789

THE MARK CONSISTS OF STANDARD CHAR-
ACTERS WITHOUT CLAIM TO ANY PARTICULAR
FONT, STYLE, SIZE, OR COLOR.

FOR: LUBRICANTS FOR AUTOMOBILES, IN
CLASS 4 (U.S. CLS. 1, 6 AND 15).

SN 77-130,797, FILED 3-14-2007.

FIRST USE 4-15-2008; IN COMMERCE 4-15-2008.

MIDGE BUTLER, EXAMINING ATTORNEY

Int. Cl.: 4

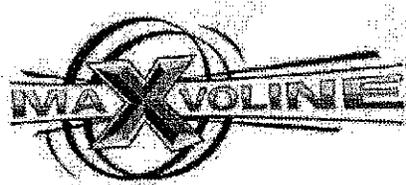
Prior U.S. Cls.: 1, 6, and 15

Reg. No. 3,454,800

United States Patent and Trademark Office

Registered June 24, 2008

TRADEMARK
PRINCIPAL REGISTER



PAPPATERRA, GABRIEL E. (UNITED STATES
INDIVIDUAL)
40 LYNBROOK DRIVE
SOUND BEACH, NY 11789

FIRST USE 4-15-2008; IN COMMERCE 4-15-2008.

SN 77-130,800, FILED 3-14-2007.

FOR: LUBRICANTS FOR AUTOMOBILES, IN
CLASS 4 (U.S. CLS. 1, 6 AND 15).

MIDGE BUTLER, EXAMINING ATTORNEY

900225590 06/13/2012

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	Entity Type
	Sunpoint International Group Inc.		CORPORATION: BRITISH VIRGIN ISLANDS
RECEIVING PARTY DATA			
Name:	Sunpoint International Group USA Corp.		
Street Address:	2380 SW 80 Ct		
City:	Miami		
State/Country:	FLORIDA		
Postal Code:	33155		
Entity Type:	CORPORATION: FLORIDA		
PROPERTY NUMBERS Total: 2			
	Property Type	Number	Word Mark
	Registration Number:	3450454	MAXVOLUME
	Registration Number:	3454800	MAXVOLUME
CORRESPONDENCE DATA			
Fax Number:	7408923860		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	7408922118		
Email:	JeffMFurr@FurrLawFirm.com		
Correspondent Name:	Jeffrey M. Furr		
Address Line 1:	2622 Deboit Road		
Address Line 4:	Utica, OHIO 43080		
NAME OF SUBMITTER:	Jeffrey M. Furr		
Signature:	/jmf/		
Date:	06/13/2012		
Total Attachments: 1 source=maxvolineassignment#page1.tif			

OP \$65.00 3450454

900225590

TRADEMARK
 REEL: 004800 FRAME: 0583

TRADEMARK ASSIGNMENT

This Agreement was entered into on the 14th day of May, 2012 by and between Sunpoint International Group Inc. ("Assignor") and Sunpoint International Group USA Corp., a Florida corporation with an address of 2380 SW 80 Ct, Miami, Florida 33155 ("Assignee").

The parties agree to the following:

Assignor hereby transfers and assigns all rights to the marks which have been assigned Registration Numbers 3450434 and 3454809 with the United States Patent and Trademark Office to Assignee.

Accepted and agreed:

Authorized signature for Assignor:



Signature

5/14/2012

Date

Authorized signature for Assignee:



Signature

5/14/2012

Date