

11-08-2002



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Form PTO-1594 (Rev. 10/02) OMB No. 0651-0027 (exp. 6/30/2005)

U.S. DEPARTMENT OF COMMERCE U.S. Patent and Trademark Office

Tab settings

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

BH3, LLC

- Individual(s), Association, General Partnership, Limited Partnership, Corporation-State, Other North Carolina Limited Liability Co

Additional name(s) of conveying party(ies) attached? Yes No

3. Nature of conveyance:

- Assignment, Merger, Security Agreement, Change of Name, Other

Execution Date: 10/21/2002

2. Name and address of receiving party(ies)

Name: Big Dog Holdings, Inc.

Internal Address:

Street Address: 121 Gray Avenue

City: Santa Barbara State: CA Zip: 93101

- Individual(s) citizenship, Association, General Partnership, Limited Partnership, Corporation-State Delaware, Other

if assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No (Designations must be a separate document from assignment) Additional name(s) & address(es) attached? Yes No

4. Application number(s) or registration number(s):

A. Trademark Application No.(s) 76/292794

B. Trademark Registration No.(s)

Additional number(s) attached Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Mr. Anthony J. Wall, Esq.

Internal Address: Executive Vice President & General Counsel

Street Address: 121 Gray Avenue

City: Santa Barbara State: CA Zip: 93101

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41) \$ 40.00

- Enclosed, Authorized to be charged to deposit account

8. Deposit account number:

DO NOT USE THIS SPACE

9. Signature.

11/07/2002 DBYRME 00000161 76292794

01 FC:8521

40.00 DP

Brandi Simpson

Name of Person Signing

Signature

Date: Oct. 31, 2002

Date

Total number of pages including cover sheet, attachments, and document: 3

Mail documents to be recorded with required cover sheet information to: Commissioner of Patent & Trademarks, Box Assignments Washington, D.C. 20231

TRADEMARK REEL: 002612 FRAME: 0827

**TRADEMARK ASSIGNMENT**

This Assignment ("Assignment") is made effective as of October 21, 2002, from **BH3, LLC** a North Carolina Limited Liability Company with an address of 6750 Holts Store Road, Julian, North Carolina 27283, United States of America ("ASSIGNOR"), to **Big Dog Holdings, Inc.**, a Delaware Corporation, with an address of 121 Gray Avenue, Santa Barbara, California 93101, United States of America ("ASSIGNEE");

**WHEREAS**, ASSIGNOR is the owner of the trademark ("the Mark") as described in Exhibit "A" attached hereto and incorporated by reference herein, together with the goodwill of the business symbolized thereby in connection with the goods and services on which the Mark is used ("the Goods & Services"); and

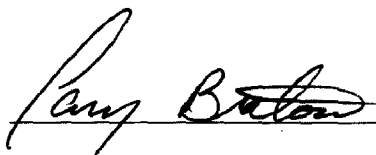
**WHEREAS**, ASSIGNOR desires to convey, transfer, assign, deliver, and contribute to ASSIGNEE all of its right, title, and interest in and to the Mark.

**NOW, THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby conveys, transfers, assigns, delivers, and contributes to ASSIGNEE all of ASSIGNOR'S right, title, and interest of whatever kind in and to the Mark, together with (1) the goodwill of the business relating to the Goods & Services in respect upon which the Mark is used; (2) all income, royalties, and damages hereafter due or payable to ASSIGNOR with respect to the Mark, including without limitation, damages, and payments for past or future infringements and misappropriations of the Mark; and (3) all rights to sue for past, present, and future infringements or misappropriations of the Mark.

ASSIGNOR further covenants that it will execute all documents, papers, forms, and authorizations and take all other actions that may be necessary for securing, completing, or vesting in ASSIGNEE full right, title, and interest in the Mark.

**IN WITNESS WHEREOF**, ASSIGNOR has duly executed under seal and delivered this Assignment as of the day and year first written above.

**BH3, LLC**

By: 

Name: LARRY BAXTON

Title: MANAGER

**EXHIBIT "A"**

**TRADEMARKS**

BH3, LLC

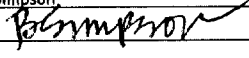
1. BIG DOG SHOOTOUT

Application Number: 76292794  
Registration Number:

Filing Date: 07/31/2001  
Registration Date:



I hereby certify that this correspondence is being deposited with the United States Postal Service with sufficient postage as 1st Class Mail under 37 CFR 1.8 on the date indicated below and is addressed to:  
Commissioner of Patents and Trademarks, Box Assignments, Washington,  
D.C. 20231

By: Brandi Simpson  
Executed:   
Date Mailed: October 31, 2002

October 31, 2002

Commissioner of Patents and Trademarks  
Box Assignments  
Washington, D.C. 20231

Re: Assignment of the trademark BIG DOG SHOOTOUT (76/292,794)  
from BH3, LLC to Big Dog Holdings, Inc.

Dear Sir or Madam:

This letter and its attachments are for the purpose of recording an Assignment of the BIG DOG SHOOTOUT trademark from BH3, LLC to Big Dog Holdings, Inc.

Enclosed herewith are the following documents necessary for said Assignment:

1. Original Recordation Form Cover Sheet - Trademarks Only;
2. The original Trademark Assignment document dated October 21, 2002; and
3. Check No. 75884 in the amount of \$40.00 representing payment of the required Assignment fee.

Thank you in advance for your kind attention and consideration to this matter. Should you have any question and/or comments, please feel free to contact me directly at: (805) 963-8727 x1361.

Respectfully Submitted,  
BIG DOG HOLDINGS, INC.

  
Brandi Simpson

Enclosures

CORPORATE HEADQUARTERS  
121 Gray Avenue • Santa Barbara • CA • 93101 • 805-963-8727 • FAX 805-962-9460 • www.BIGDOGS.com • NASDAQ Symbol BDOG

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RECORDED: 11/05/2002

TRADEMARK  
REEL: 002612 FRAME: 0830