

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Justin McCormack		07/30/2003	INDIVIDUAL:

RECEIVING PARTY DATA	
Name:	Shepard Fairey
Street Address:	3780 Wilshire Blvd
Internal Address:	Suite 210
City:	Los Angeles
State/Country:	CALIFORNIA
Postal Code:	90010
Entity Type:	INDIVIDUAL:

PROPERTY NUMBERS Total: 1				
<table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Serial Number:</td> <td>76184615</td> </tr> </tbody> </table>	Property Type	Number	Serial Number:	76184615
Property Type	Number			
Serial Number:	76184615			

CORRESPONDENCE DATA	
Fax Number:	(858)259-7846
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	8582596969
Email:	victoria@millermlaw.com
Correspondent Name:	Victoria Newland
Address Line 1:	114 North Rios Avenue
Address Line 4:	Solana Beach, CALIFORNIA 92075

NAME OF SUBMITTER:	Victoria Newland
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Total Attachments: 1 source=assignment.mccormack.tif

OP \$40.00 76184615

ORIGINAL

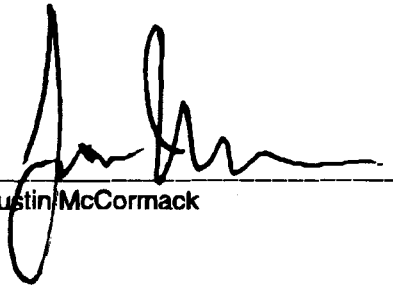
TRADEMARK APPLICATION ASSIGNMENT

WHEREAS, Justin McCormack of 3780 Wilshire Blvd., Suite 210, Los Angeles, California 90010, as part of a joint venture, has initially filed an Intent to Use application with the United States Patent and Trademark office on 11/23/99, which application has been given Serial No. 75/856775;

WHEREAS, Shepard Fairey of 3780 Wilshire Blvd., Suite 210, Los Angeles, California 90010, is desirous of acquiring all interests held by Justin McCormack in said mark and the application thereof;

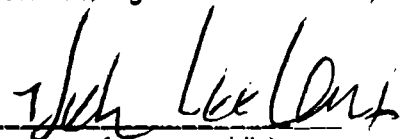
NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said Justin McCormack does hereby assign to Shepard Fairey all right, title and interest in and to the mark OBEY and Design, together with the goodwill of the business symbolized by the mark, and the above identified application thereof.

Dated: 7/30/02


Justin McCormack

State of California
County of Los Angeles

On this 30 day of July, 2003, before me appeared Justin McCormack personally known to me (or proved to me on the basis of satisfactory evidence), the person who signed this instrument, who acknowledged that he signed it as a free act on his own behalf.


(Signature of notary public)

