

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Dave Kinsey		07/30/2003	JOINT VENTURE:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Shepard Fairey		
<b>Street Address:</b>	3780 Wilshire Blvd., Suite 210		
<b>City:</b>	Los Angeles		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	90010		
<b>Entity Type:</b>	INDIVIDUAL:		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	75856775	OBEY	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(760)931-9086		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	760-804-0153		
<b>Email:</b>	victoria@mandclaw.com		
<b>Correspondent Name:</b>	McColloch & Campitiello, LLP		
<b>Address Line 1:</b>	5900 La Place Court, Ste. 100		
<b>Address Line 4:</b>	Carlsbad, CALIFORNIA 92008		
<b>ATTORNEY DOCKET NUMBER:</b>	6153		
<b>NAME OF SUBMITTER:</b>	Victoria Newland		
<b>Total Attachments: 1</b>			
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**ORIGINAL**

**TRADEMARK APPLICATION ASSIGNMENT**

WHEREAS, Dave Kinsey 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 Dave Kinsey in said mark and the application thereof;

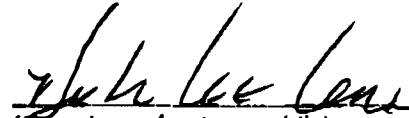
NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said Dave Kinsey does hereby assign to Shepard Fairey all right, title and interest in and to the mark OBEY and Design, together with the goodwill of the business symbolized by the mark, and the above identified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

Dated: 7 / 30 / 03

  
\_\_\_\_\_  
Dave Kinsey

State of California  
County of Los Angeles

On this 30 day of July, 2003, before me appeared Dave Kinsey 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.

  
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(Signature of notary public)

