

**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>
JALP, LLC		03/09/2005	Limited Liability Company: TENNESSEE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Fuel Clothing Co.		
<b>Street Address:</b>	5 Archer Road		
<b>City:</b>	Hilton Head		
<b>State/Country:</b>	SOUTH CAROLINA		
<b>Postal Code:</b>	29928		
<b>Entity Type:</b>	CORPORATION: SOUTH CAROLINA		
<b>PROPERTY NUMBERS Total: 5</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Serial Number:	76599384	FUL	
Serial Number:	76599385	FUL	
Serial Number:	76599386	FUL	
Serial Number:	76599387	FUL	
Serial Number:	76599388	FUL	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(901)680-7201		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	(901) 680-7271		
<b>Email:</b>	jim.montgomery@butlersnow.com		
<b>Correspondent Name:</b>	James D. Montgomery		
<b>Address Line 1:</b>	P.O. Box 171443		
<b>Address Line 4:</b>	Memphis, TENNESSEE 38187		
<b>NAME OF SUBMITTER:</b>	James D. Montgomery		

**CH \$140.00 76599384**

Signature:

/James D. Montgomery/

Date:

07/22/2005

Total Attachments: 2

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

**ASSIGNMENT OF PENDING TRADEMARK APPLICATIONS**

WHEREAS, JALP, LLC a Tennessee limited liability company, (“Assignor”) by agreement dated March 5, 2005, transferred to Fuel Clothing Co., a South Carolina corporation (“Assignee”), all its right, title and interest in and to the following trademarks and related applications pending in the United States Patent and Trademark Office:

<i>Trademarks</i>	<i>Application Nos.</i>	<i>Filing Date</i>
fūl	76/599384	June 24, 2004
fūl	76/599385	June 24, 2004
fūl	76/599386	June 24, 2004
fūl	76/599387	June 24, 2004
fūl	76/599388	June 24, 2004

WHEREAS, the parties wish to further evidence the foregoing assignments for recordation purposes;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor has assigned as of March 5, 2005, and does by these presents hereby assign, to Assignee all its right, title and interest in and to said trademarks, said applications,

the goodwill of the business symbolized by said trademarks and any claims for infringement of said trademarks both past and present.

ASSIGNOR:  
JALP, LLC

BY: Al Gossett

Its: Chief Manager

Date: March 9, 2005

STATE OF TENNESSEE  
COUNTY OF SHELBY

Before me, Renee M. Wilkinson, a Notary Public in and for the State and County aforesaid, personally appeared Al Gossett, with whom I am personally acquainted (or proved to me on the basis of satisfactory evidence), and who, upon oath, acknowledged himself (or herself) to be the Chief Manager of JALP, LLC, the within named Assignor, a limited liability company, and that as such Chief Manager, being duly authorized so to do, executed the foregoing instrument for the purposes therein contained, by signing the name of the limited liability company by himself as such Chief Manager.

WITNESS my hand and seal at office, on this the 10 day of March, 2005

Renee M. Wilkinson  
Notary Public



My Commission Expires:

October 19, 2008