

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	Execution Date	Entity Type
Lakai, Ltd.		09/21/2006	CORPORATION:
RECEIVING PARTY DATA			
Name:	101 Holdings		
Street Address:	755 Fresca Court		
City:	Solana Beach		
State/Country:	CALIFORNIA		
Postal Code:	92075		
Entity Type:	CORPORATION:		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	2801259		
Registration Number:	2738825	CLAE	
Registration Number:	2854833	CLAE SEVEN	
Registration Number:	2821695	CLAE	
CORRESPONDENCE DATA			
Fax Number:	(858)756-3373		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	858 349 0511		
Email:	matt@millermlaw.com		
Correspondent Name:	Matthew Miller		
Address Line 1:	755 Fresca Court		
Address Line 4:	Solana Beach, CALIFORNIA 92075		
NAME OF SUBMITTER:	Matthew Miller		
Signature:	/matthew miller/		

OP \$115.00 2801259

Date:

09/26/2006

Total Attachments: 3

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ASSIGNMENT OF TRADEMARK

WHEREAS, Lakai, Ltd., a California corporation, whose principal place of business is 955 Francisco Street, Torrance, California 90502 (hereinafter "Assignor"), is the owner of the United States Registrations, as shown in Exhibit A, attached hereto and incorporated herein, and International Registrations, as shown in Exhibit B, attached hereto and incorporated herein, (hereinafter "Marks") and as shown in the records of the US Patent and Trademark Office and the relevant International Trademark Offices; and

WHEREAS, 101 Holdings, a California corporation, whose registered address is 755 Fresca Court, Solana Beach, California 92075 (Hereinafter "Assignee"), is desirous of acquiring all rights, title and interest to the Marks; and

WHEREAS, the Assignor is willing to transfer and assign all of its rights, title and interest to the Marks;

NOW, therefore, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby sells, assigns, transfers and sets over to Assignee all of its rights, title and interests to the Marks, together with the goodwill of the business symbolized by the mark and the within registrations thereof.

LAKAI, LTD.

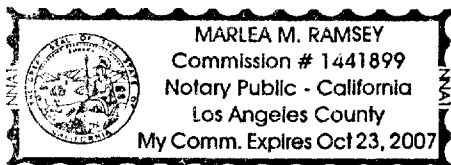
Date: September 21, 2006

By: Mark Feig
Name: Mark Feig
Title: Director

State of California
County of Los Angeles

On September 21, 2006 before me, MARLEA M. RAMSEY, NOTARY PUBLIC. personally appeared Mark Feig proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or entity upon behalf of which the person acted, executed the instrument.

WITNESS my hand and official seal.



Marlea M. Ramsey
(Signature of notary public)

EXHIBIT A

US REGISTRATIONS

<u>Mark</u>	<u>Registration Number</u>	<u>Registration Date</u>
CLAE	2738825	July 15, 2003
Design Only (Icon)	2801259	December 30, 2003
CLAE (Stylized)	2821695	March 9, 2004
CLAE SEVEN	2854833	June, 15, 2004

EXHIBIT B

INTERNATIONAL REGISTRATIONS

<u>Mark</u>	<u>Registration Number</u>	<u>Registration Date</u>
CLAE (Australia)	889268	April 12, 2002
CLAE SEVEN (Australia)	906885	September 16, 2002
CLAE (Chile)	651497	December 9, 2002
CLAE (PRC)	3177320	August 28, 2003
CLAE (PRC)	3177319	October 7, 2003
CLAE (Colombia)	302746	August 24, 2005
CLAE (Colombia)	266241	April 28, 2003
CLAE (CTM – EU)	2380004	March 28, 2003
CLAE (Hong Kong)	12295/2002	March 21, 2002
CLAE (Hong Kong)	12296/2002	March 21, 2002
CLAE (Hungary)	173879	January 9, 2003
CLAE (Japan)	4580532	June 28, 2002
CLAE SEVEN (Japan)	4656519	March 20, 2003
CLAE (Mexico)	768378	November 14, 2002
CLAE (Mexico)	766301	October 31, 2002
CLAE (New Zealand)	654038	March 19, 2002
CLAE (New Zealand)	654039	March 19, 2002
CLAE (Norway)	217978	February 27, 2003
CLAE (Panama)	122065-01	July 11, 2002
CLAE (Panama)	122064-01	July 11, 2002
CLAE (Switzerland)	500658	July 4, 2002
CLAE (Taiwan)	01040884	April 16, 2003
CLAE (Taiwan)	01035443	March 1, 2003