

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
Eklin Medical Systems, Inc.		01/01/2007	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Big Dog Holdings, Inc.		
Street Address:	121 Gray Avenue		
City:	Santa Barbara		
State/Country:	CALIFORNIA		
Postal Code:	93101		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	78474713	BIG DOGS	
Serial Number:	78474732	RUN WITH THE BIG DOGS	
CORRESPONDENCE DATA			
Fax Number:	(805)564-8262		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	805-965-4400		
Email:	Kurt@incip.com		
Correspondent Name:	Kurt Koenig		
Address Line 1:	226 E. Canon Perdido St., Suite M		
Address Line 4:	Santa Barbara, CALIFORNIA 93101		
ATTORNEY DOCKET NUMBER:	2288-273		
NAME OF SUBMITTER:	Kurt Koenig		
Signature:	/Kurt Koenig/		
Date:	01/19/2007		

OP \$65.00 78474713

Total Attachments: 2

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TRADEMARK ASSIGNMENT

This Assignment ("Assignment") is made effective as of **January 1, 2007** ("Effective Date") from **EKLIN MEDICAL SYSTEMS, INC.**, a California Corporation, with a business address at 1605 Wyatt Drive, Santa Clara, CA 95054 ("ASSIGNOR") to **BIG DOG HOLDINGS, INC.**, a Delaware Corporation with a business address at 121 Gray Avenue, Santa Barbara, CA 93101 ("ASSIGNEE");

WHEREAS, ASSIGNOR has filed applications for a certain trademarks ("the Marks") as described in Addendum A; and

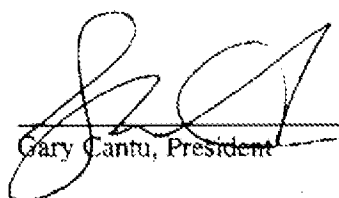
WHEREAS, ASSIGNOR desires to convey, transfer, assign, deliver, and contribute to ASSIGNEE all of its right, title, and interest in and to the Marks, together with the goodwill of the business symbolized thereby in connection with the goods described in said applications ("the Goods").

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 Marks, together with (1) the goodwill of the business relating to the Goods in respect upon which the Marks are used; (2) all income, royalties, and damages hereafter due or payable to ASSIGNOR with respect to the Marks, including without limitation, damages, and payments for past or future infringements and misappropriations of the Marks; and (3) all rights to sue for past, present, and future infringements or misappropriations of the Marks.

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 Marks.

IN WITNESS WHEREOF, ASSIGNOR has duly executed and delivered this Assignment, as of the Effective Date.

EKLIN MEDICAL SYSTEMS, INC.



Gary Cantu, President

Addendum A

TRADEMARKS

<u>Mark</u>	<u>Application Serial No.</u>	<u>Filing Date</u>
BIG DOGS	78474713	August 27, 2004
RUN WITH THE BIG DOGS	78474732	August 27, 2004