TRADEMARK ASSIGNMENT

Electronic Version v1.1
Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	12/01/2005

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Mr. William Allen Phillips Woods Jr.		12/01/2005	INDIVIDUAL: UNITED STATES

RECEIVING PARTY DATA

Name:	Mr. Matt Moore
Street Address:	c/o Koenig & Associates
Internal Address:	226 E. Canon Perdido St., Suite M
City:	Santa Barbara
State/Country:	CALIFORNIA
Postal Code:	93101
Entity Type:	INDIVIDUAL: UNITED STATES

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	1346345	RINCON

CORRESPONDENCE DATA

Fax Number: (805)564-8262
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 805-965-4400
Email: Kurt@incip.com
Correspondent Name: Kurt Koenig
Address Line 1: P.O. Box 1140
Address Line 4: Summerland, CALIFORNIA 93067

ATTORNEY DOCKET NUMBER:	2533-100
NAME OF SUBMITTER:	Kurt Koenig
Signature:	/Kurt Koenig/

OP $40.00 1346345

Date:	03/16/2007

Total Attachments: 1
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CONFIRMATORY TRADEMARK ASSIGNMENT

This Assignment ("Assignment") is made as of 12/1/2005 ("Effective Date") from William Allen Phillips Woods, Jr., an individual ("ASSIGNOR") to Matt Moore, an individual ("ASSIGNEE").

WHEREAS, ASSIGNOR owns the mark **RINCON** ("the Mark"), which has been assigned Registration No. 1,346,345 dated July 2, 1985 by the United States Trademark Office ("the Registration"), together with the goodwill of the business symbolized thereby in connection with the goods and services on which the Mark is used ("the Goods'); and

WHEREAS, ASSIGNOR desires to quitclaim, convey, transfer, assign, deliver, and contribute to ASSIGNEE all of its right, title, and interest in and to the Registration and the Mark.

NOW, THEREFORE, in consideration of good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby quitclaims, conveys, transfers, assigns, delivers, and contributes to ASSIGNEE all of ASSIGNOR'S right, title, and interest of whatever kind in and to the Mark and the Registration in perpetuity, together with (1) the goodwill of the business relating to the Goods in respect upon which the Mark is used; (2) all income, royalties, and damages hereafter due or payable to ASSIGNOR with respect to the Mark, including without limitation, damages, and payments for past or future infringements and misappropriations of the Mark; and (3) all rights to sue for past, present, and future infringements or misappropriations of the Mark.

ASSIGNOR further covenants that he will execute all reasonably necessary documents, papers, forms, and authorizations and take all other reasonably necessary actions that may be necessary for securing, completing, or vesting in ASSIGNEE full right, title, and interest in the Mark.

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

William Allen Phillips Woods, Jr.

by: William Allen Phillips Woods, Jr.