

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	Trademark Assignment

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Jalex Holdings, LLC		11/15/2007	LIMITED LIABILITY COMPANY: COLORADO

RECEIVING PARTY DATA

Name:	O Holdings, LLC
Street Address:	1835 Blake Street
City:	Denver
State/Country:	COLORADO
Postal Code:	80202
Entity Type:	LIMITED LIABILITY COMPANY: COLORADO

PROPERTY NUMBERS Total: 7

Property Type	Number	Word Mark
Serial Number:	78895931	140 NORTH
Registration Number:	3121978	FEEL THE DIFFERENCE
Registration Number:	2986495	HARD TO SAY. EASY TO WEAR
Registration Number:	2359457	NUVOLA
Registration Number:	2256709	OURAY
Registration Number:	2271078	OURAY
Registration Number:	2271077	OURAY

CORRESPONDENCE DATA

Fax Number: (315)472-3059
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 3154222131
 Email: Imccormick@hiscockbarclay.com
 Correspondent Name: Robert E. Purcell
 Address Line 1: Hiscock & Barclay

OP \$190.00 78895931

Address Line 2: One Park Place
Address Line 4: Syracuse, NEW YORK 13202

ATTORNEY DOCKET NUMBER: 3029061

NAME OF SUBMITTER: Robert E. Purcell

Signature: /REP/

Date: 12/19/2007

Total Attachments: 2
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TRADEMARK ASSIGNMENT

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, **Jalex Holdings, LLC**, a Colorado limited liability company (hereinafter "Assignor"), confirms that it has sold, transferred and assigned, and by these presents does hereby sell, transfer and assign to **O Holdings, LLC**, a Colorado limited liability company (hereinafter "Assignee"), the entire right, title and interest including all common law rights in and the trademarks, service marks and trade names identified in the Schedule attached to and forming a part of this Assignment (hereinafter "Marks"), together with all applications and registrations therefor throughout the world, and together with the good will of the business connected with the use of and symbolized by the Marks and with all rights of protection and all claims for past infringement thereof throughout the world.

Assignor covenants that it has the full right and power to convey the entire interest herein assigned, and that it has not executed and shall not hereafter execute any document in conflict with this assignment. Assignor further covenants that it will at any time and at the request of Assignee execute such documents and take such other action that in the opinion of Assignee may be desirable or necessary to secure to Assignee, its successors, legal representatives and assigns, all rights conveyed and intended to be conveyed by this instrument.

Signed this 15 day of November, 2007

ASSIGNOR: Jalex Holdings, LLC

By: _____

Name: Ryan Harrington
Title: Manager

SCHEDULE A

<u>Mark</u>	<u>Application No.</u>	<u>Registration No.</u>	<u>Registration Date</u>
140 NORTH	78/895,931		
FEEL THE DIFFERENCE	78/539,465	3,121,978	July 25, 2006
HARD TO SAY. EASY TO WEAR	78/377,722	2,986,495	August 16, 2005
NUVOLA	75/575,353	2,359,457	June 20, 2000
NUVOLA (and Design)	75/679,853		
OURAY	75/408,354	2,256,709	June 29, 1999
OURAY (and Design)	75/344,996	2,271,078	August 17, 1999
OURAY	75/344,992	2,271,077	August 17, 1999