

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
DEJ Holdings, LLC		02/12/2008	LIMITED LIABILITY COMPANY: NORTH CAROLINA
RECEIVING PARTY DATA			
Name:	Eighty-Eight, LLC		
Street Address:	4400 Papa Joe Hendrick Blvd.		
City:	Charlotte		
State/Country:	NORTH CAROLINA		
Postal Code:	28262		
Entity Type:	LIMITED LIABILITY COMPANY: NORTH CAROLINA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	78830750	88	
Serial Number:	78830746	88	
CORRESPONDENCE DATA			
Fax Number:	(704)339-3449		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Email:	hcarpenter@rbh.com		
Correspondent Name:	Heather Carpenter		
Address Line 1:	c/o Robinson, Bradshaw & Hinson, P.A.		
Address Line 2:	101 N. Tryon Street, Suite 1900		
Address Line 4:	Charlotte, NORTH CAROLINA 28246		
ATTORNEY DOCKET NUMBER:	17015.00010		
NAME OF SUBMITTER:	Heather Carpenter		
Signature:	/Heather Carpenter/		

OP \$65.00 78830750

Date:

02/12/2008

Total Attachments: 2

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TRADEMARK ASSIGNMENT

WHEREAS, DEJ HOLDINGS, LLC, a North Carolina limited liability company (“Assignor”), with offices at 349 Cayuga Drive, Mooresville, North Carolina 28117, is the owner of the trademark applications in the United States Patent and Trademark Office as set forth on **Schedule A** (all such trademark applications, collectively, the “Trademarks”); and

WHEREAS, EIGHTY-EIGHT, LLC, a North Carolina limited liability company (“Assignee”) with offices at 4400 Papa Joe Hendrick Blvd, Charlotte, North Carolina 28262, is desirous of acquiring any and all rights that Assignor may have in and to the Trademarks and the applications therefor, together with the goodwill of the business symbolized by the Trademarks, along with the right to recover for damages and profits for past infringements thereof;


NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign unto Assignee all of its right, title and interest in and to the Trademarks and the applications therefor in the United States and throughout the world together with the goodwill of its business symbolized by the Trademarks, along with its right to sue and recover for, and its right to profits, penalties or damages due or accrued arising out of or in connection with any and all past, present and future infringements or dilution of or damage or injury to the Trademarks or such represented goodwill;

Assignor agrees to execute and deliver at the request of Assignee, all papers, instruments, and assignments, and to perform other reasonable acts Assignee may require in order to vest all Assignor’s right, title and interest in and to the Trademarks in the Assignee and/or to provide evidence to support any of the foregoing in the event such evidence is deemed necessary by Assignee, to the extent such evidence is in the possession or control of Assignor.

This the 12 day of February, 2008.

ASSIGNOR:

DEJ Holdings, LLC

By: 
Name: Kelley Earnhardt Edge
Its: Co. Manager

SCHEDULE A

Trademark Applications

Mark	Filing Date	App. #	Status
88 (logo)	March 7, 2006	78-830,750	Published for Opposition on 1.1.2008
88	March 7, 2006	78-830,746	Published for Opposition on 1.1.2008