

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
Gregg Jones		02/12/2008	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Audi AG		
Street Address:	Ingolstadt D-85045		
City:	Ingolstadt		
State/Country:	GERMANY		
Entity Type:	CORPORATION: GERMANY		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2854892	S3	
CORRESPONDENCE DATA			
Fax Number:	(202)572-1407		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	202-772-5870		
Email:	trademarks@blankrome.com		
Correspondent Name:	Susan B. Flohr		
Address Line 1:	600 New Hampshire Avenue NW		
Address Line 2:	The Watergate		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20037		
ATTORNEY DOCKET NUMBER:	116315-00230		
DOMESTIC REPRESENTATIVE			
Name:			
Address Line 1:			
Address Line 2:			
Address Line 3:			

CH \$40.00 2854892

Address Line 4:

NAME OF SUBMITTER:

Susan B. Flohr

Signature:

/sbf/

Date:

02/14/2008

Total Attachments: 2

source=S3 Assignment - Audi#page1.tif

source=S3 Assignment - Audi#page2.tif

13. Feb. 2008 17:00

AUDI AG I/EZ-1

Nr. 1060 S. 9

EXHIBIT A

TRADEMARK ASSIGNMENT

This Agreement is made and entered into this 11 day of Feb., 2008 by and between Audi A.G., a German corporation located in Ingolstadt, Germany 85045 ("Assignee"), and Gregg S. Jones, a United States citizen located at 3453 Ingraham Street, Suite 137, San Diego, CA 92109 ("Assignor").

WHEREAS, Assignor is the owner of the trademark and U.S. Trademark Registration No. 2,856,892 for the mark S3 for "clothing, namely men's and children's shirts, tee shirts, sweat pants, sweat shirts, shorts, swim suits, jackets, vests, hats, footwear, socks and pants" and the goodwill of the business associated with and symbolized by said trademarks (the "Trademarks");

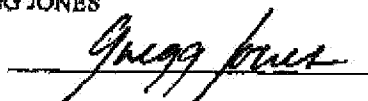
WHEREAS, Assignee is desirous of acquiring the Trademark and the registration thereof together with the goodwill of the business connected with and symbolized by the Trademark; and

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR does hereby assign, sell and transfer to ASSIGNEE, its successors and assigns, all of its right, title, and interest in and to said Trademark, together with the goodwill of the business symbolized by and associated with the Trademark.

IN WITNESS WHEREOF, Assignor affixes his signature below:

ASSIGNOR:

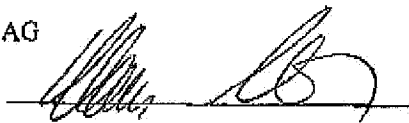
GREGG JONES


Date: 2-12-08

ASSIGNEE:

AUDI AG

By:



Name: Klaus le Vrang

Title: Patent Manager

Date: February 11, 2008

116315.00230/35834097v.2