

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	09/01/2008

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
No Fear, Inc.		10/31/2008	CORPORATION:

RECEIVING PARTY DATA

Name:	No Fear Retail Stores, Inc.
Street Address:	1812 Aston Avenue
City:	Carlsbad
State/Country:	CALIFORNIA
Postal Code:	92008
Entity Type:	CORPORATION:

PROPERTY NUMBERS Total: 25

Property Type	Number	Word Mark
Registration Number:	1737420	NO FEAR
Registration Number:	1842402	NO FEAR
Registration Number:	1822026	NO FEAR
Registration Number:	1855031	NO FEAR
Registration Number:	1906208	NO FEAR
Registration Number:	1870475	NO FEAR
Registration Number:	1870426	NO FEAR
Registration Number:	1870682	NO FEAR
Registration Number:	2040860	NO FEAR
Registration Number:	1907882	NO FEAR
Registration Number:	1891475	NO FEAR
Registration Number:	1979971	NO FEAR
Registration Number:	2095492	NO FEAR

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Registration Number:	2093391	NO FEAR
Registration Number:	2055158	NO FEAR
Registration Number:	2055148	NO FEAR
Registration Number:	2818464	NO FEAR
Registration Number:	2995742	NO FEAR
Registration Number:	3098868	NO FEAR
Registration Number:	3104724	NO FEAR
Registration Number:	3140408	NO FEAR
Serial Number:	78577758	NO FEAR
Serial Number:	77378585	NO FEAR
Serial Number:	77404289	NO FEAR
Serial Number:	77481706	NO FEAR WEAR

CORRESPONDENCE DATA

Fax Number: (760)602-8396
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 7609301704
Email: scottb@nofear.com
Correspondent Name: Scott Benjamin
Address Line 1: 1812 Aston Avenue
Address Line 4: Carlsbad, CALIFORNIA 92008

NAME OF SUBMITTER:	Scott Benjamin
Signature:	/sb/
Date:	11/18/2008

Total Attachments: 3
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ASSIGNMENT OF TRADEMARKS

WHEREAS, No Fear, Inc. ("**Assignor**"), a California corporation, having a place of business at 1812 Aston Avenue, Carlsbad, California 92008, is the owner of the trademarks set forth on Exhibit "A" (the "**Trademarks**"), which are registered or subject to pending applications to register in the United States Patent and Trademark Office; and

WHEREAS, No Fear Retail Stores, Inc. ("**Assignee**"), a California corporation, having a place of business at 1812 Aston Avenue, Carlsbad, California 92008, desires to acquire the Trademarks;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee and Assignee hereby accepts all right, title and interest in the United States in and to the Trademarks together with the goodwill of the business symbolized by the registrations and pending registrations thereof.

Executed at Carlsbad, California, effective September 1, 2008.

"Assignor"

NO FEAR, INC.

By: _____

Mark Simo
Chief Executive Officer

"Assignee"

NO FEAR RETAIL STORES, INC.

By: _____

Scott Benjamin
Executive Vice President

Exhibit A**Transferred Trademarks**

MARK	SERIAL NO.	REG. NO.
NO FEAR (WORDMARK)	74/323,845	1,855,031
NO FEAR (WORDMARK)	74/390,275	1,906,208
NO FEAR (WORDMARK)	74/389,685	1,870,475
NO FEAR (WORDMARK)	74/405,723	1,870,426
NO FEAR (WORDMARK)	74/405,722	1,870,682
NO FEAR (WORDMARK)	74/427,700	2,040,860
NO FEAR (WORDMARK)	74/445,613	1,907,882
NO FEAR (WORDMARK)	74/468,095	1,891,475
NO FEAR (WORDMARK)	74/408,721	1,979,971
NO FEAR (WORDMARK)	74/543,996	2,095,492
NO FEAR (WORDMARK)	74/571,492	2,093,391
NO FEAR (WORDMARK)	78/173,294	2,818,464
NO FEAR (WORDMARK)	78/204,767	2,995,742
NO FEAR (WORDMARK)	78/313,223	3,098,868
NO FEAR (WORDMARK)	78/341,792	3,104,724
NO FEAR (WORDMARK)	78/574,687	3,140,408
NO FEAR (WORDMARK)	78/577,758	---
NO FEAR (WORDMARK)	77/378,585	---

NO FEAR (WORDMARK)	77/404,289	---
	77/481,706	---
NO FEAR	74/259,836	1,842,402
	74/328,751	1,822,026
	75/107,086	2,055,158
	75/106,655	2,055,148
	74/137,108	1,737,420
	78/399,350	3,040,240
	76/008,136	2,446,306