

**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
David Fox		01/26/2009	INDIVIDUAL: UNITED STATES

RECEIVING PARTY DATA

Name:	Arta Holdings LLC
Street Address:	99 Osgood Street
City:	San Francisco
State/Country:	CALIFORNIA
Postal Code:	94133
Entity Type:	a Delaware limited liability company:

PROPERTY NUMBERS Total: 8

Property Type	Number	Word Mark
Serial Number:	77596483	ARTA
Serial Number:	77631467	ARTÁ
Serial Number:	77631458	ARTÁ
Serial Number:	77596473	ARTA TEQUILA
Serial Number:	77631474	
Serial Number:	77651325	THE ART OF LIFE
Serial Number:	77596477	THE ART OF TEQUILA
Serial Number:	77651336	THE ART OF SURF

CORRESPONDENCE DATA

Fax Number: (415)576-0300  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*

Phone: 4155760200  
 Email: a1s@townsend.com  
 Correspondent Name: Alexandra M. Sepulveda  
 Address Line 1: Townsend and Townsend and Crew LLP

Address Line 2: Two Embarcadero Center, 8th Floor  
Address Line 4: San Francisco, CALIFORNIA 94111

ATTORNEY DOCKET NUMBER:

027513

NAME OF SUBMITTER:

Alexandra M. Sepulveda

Signature:

/Alexandra M. Sepulveda/

Date:

01/26/2009

Total Attachments: 1  
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**ASSIGNMENT**

WHEREAS, David Fox, an individual and citizen of the United States, ("Assignor") has adopted the trademarks identified below, (the "Marks"):

TRADEMARK	APPL. NO FILING DATE
ARTA	77/596483 10/20/2008
ARTA	77/631467 12/11/2008
ARTA	77/631458 12/11/2008
ARTA TEQUILA	77/596473 10/20/2008
MISCELLANEOUS DESIGN	77/631474 12/11/2008
THE ART OF LIFE	77/651325 01/16/2009
THE ART OF SURF	77/651336 01/16/2009
THE ART OF TEQUILA	77/596477 10/20/2008

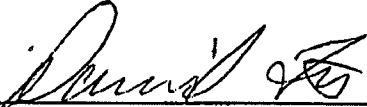
and,

WHEREAS, Artá Holdings LLC, a Delaware limited liability company, ("Assignee"), whose address is 99 Osgood Street, San Francisco, CA 94133, is desirous of acquiring the Marks;

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said Assignor does hereby assign unto the said Assignee all right, title and interest in and to the Marks, together with the goodwill of the business symbolized by the Marks, the on-going business to which the Marks pertain, the above identified applications therefor, and all causes of action for past infringement.

This Assignment is effective as of January 26, 2009.

Date: 1-26-09

By:   
David Fox