

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
Branded, LLC		08/10/2009	LIMITED LIABILITY COMPANY: GEORGIA
RECEIVING PARTY DATA			
Name:	Global Brand, LLC		
Street Address:	101 Huntington Avenue		
Internal Address:	10th Floor		
City:	Boston		
State/Country:	MASSACHUSETTS		
Postal Code:	02199		
Entity Type:	JOINT VENTURE: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	0854677	SALTY DOG	
CORRESPONDENCE DATA			
Fax Number:	(843)577-7708		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	8435777700		
Email:	bckillough@charleston.net		
Correspondent Name:	B. Craig Killough		
Address Line 1:	885 Island Park Drive		
Address Line 4:	Charleston, SOUTH CAROLINA 29492		
ATTORNEY DOCKET NUMBER:	816.016		
NAME OF SUBMITTER:	B. Craig Killough		
Signature:	/B. CRAIG KILLOUGH/		

OP \$40.00 0854677

Date:

08/17/2009

Total Attachments: 5

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TRADEMARK ASSIGNMENT AGREEMENT

This Trademark Assignment Agreement (the "Agreement") is made and entered into as of the 10 day of August, 2009, by and between Global Brand, LLC, a Delaware Joint Venture consisting of Branded LLC (a Georgia limited liability company) and Gordon Brothers Group (a Delaware limited liability company) (said Joint Venture referred to as the "Company"), and Branded, LLC, a Georgia limited liability company on (hereinafter the "Assignor").

WHEREAS, Assignor is the owner of US Registration number 0854677 for Salty Dog and Assignor is the owner of certain foreign "Salty Dog" and Design registrations in New Zealand, Hong Kong and Switzerland as set forth on Schedule A ("Assigned Marks");

WHEREAS, Company desires to acquire all of the right, title and interest that Assignor has in and to the Assigned Marks, including such goodwill of the business as is symbolized thereby and such common law rights as are associated therewith; and

WHEREAS, the parties are willing to now close on an assignment on the terms and conditions set forth herein.

NOW, THEREFORE, for one dollar (\$1) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor and Company agree as follows:

1. Transfer of Assigned Mark. Assignor hereby transfers and assigns all of its right, title and interest that Assignor has in and to the Assigned Marks, and the registrations therefore, together with such goodwill of the business symbolized thereby.
2. Entire Agreement. The provisions of this Agreement constitute the entire agreement between the parties and supersede all prior agreements, oral or written, and all other communications relating to the subject matter hereof.
3. Governing Law. This Agreement shall be interpreted under the laws of the State of New York.
4. Successors; Assigns. Except as otherwise provided herein, this Agreement shall be binding upon and inure to the benefit of the parties hereto, their successors or assigns.

[Signatures appear on the following page.]

[Signature Page of the Trademark Assignment Agreement]

IN WITNESS WHEREOF, the parties have hereunto set their hand this 10 day of August, 2009.

Branded, LLC, A Georgia limited liability company

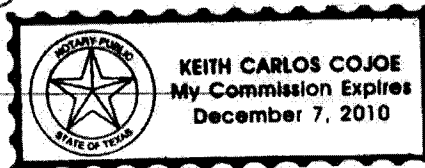
By: 
Its: Manager

STATE OF TEXAS
COUNTY OF DALLAS

Personally appeared before me, Rafael Klotz, to me known and known to me to be the person described and who executed the foregoing instrument and acknowledged the same to be his act and deed in and for the purposes set forth in said instrument this 12th day of August, 2009.

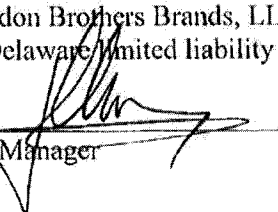

Notary Public

My Commission Expires: _____



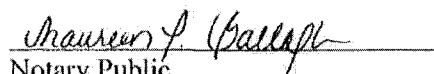
Global Brand LLC
By its partners and joint venturers

Gordon Brothers Brands, LLC
A Delaware limited liability company

By: 
Its: Manager

STATE OF MASSACHUSETTS
COUNTY OF SUFFOLK

Personally appeared before me, Rafael Klotz, to me known and known to me to be the person described and who executed the foregoing instrument and acknowledged the same to be his act and deed in and for the purposes set forth in said instrument this 12 day of August, 2009.


Notary Public

My Commission Expires: _____



MAUREEN P. GALLAGHER
Notary Public
Commonwealth of Massachusetts
My Commission Expires
June 30, 2011

Schedule A

ASSIGNED MARKS

New Zealand "Salty Dog" and Design Trademark Registration No. 186053

Hong Kong "Salty Dog" and Design Trademark Registration No. 19910461

Switzerland "Salty Dog" and Design Trademark Registration No. 395767

USPTO Registration No. 0854677

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