

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
Global Brand, LLC		08/10/2009	JOINT VENTURE: DELAWARE
RECEIVING PARTY DATA			
Name:	Jake Dog, LLC		
Street Address:	224 Sea Pines Drive		
City:	Hilton Head		
State/Country:	SOUTH CAROLINA		
Postal Code:	29928		
Entity Type:	LIMITED LIABILITY COMPANY: SOUTH CAROLINA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	77681227	SALTY DOG	
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/		
Date:	08/17/2009		

OP \$65.00 77681227

Total Attachments: 6

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EXHIBIT A

TRADEMARK ASSIGNMENT

This Trademark Assignment (the "Assignment") is made and entered into as of August 10, 2009 by and between GLOBAL BRAND LLC, a Delaware Joint Venture consisting of Branded LLC (a Georgia limited liability company) having a principal business address at 3333 Lee Parkway Sixth Floor, Dallas, TX 75219 and Gordon Brothers Group (a Delaware limited liability company) having a principal business address at 101 Huntington Avenue, 10th Floor, Boston MA 02199, ("Seller") and JAKE DOG, LLC (a South Carolina limited liability company) having a principal business address at 224 South Sea Pines Drive, Hilton Head, SC 29928 ("Buyer")

WHEREAS Seller is willing to assign all of its right, title and interest in and to the properties set forth on Schedule A (the "SALTY DOG Trademarks");

WHEREAS, Seller and Buyer executed a Purchase Agreement on August 10, 2009 (the "Purchase Agreement") under which Seller agreed to transfer to Buyer any and all statutory rights, common law rights and business assets related to the SALTY DOG Trademarks;

WHEREAS the parties now wish to close on the terms and conditions set forth in the Purchase Agreement.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Seller and Buyer agree, as follows:

1. Transfer of Assigned Mark. Seller hereby transfers and assigns all of its right, title and interest whatsoever in and to the SALTY DOG Trademarks, all registrations and applications for registration thereof anywhere, all business goodwill connected with the use of and symbolized by the SALTY DOG Trademarks, all common law rights, and any and all tangible business assets of Seller associated with ongoing business activities of Seller associated with the SALTY DOG Trademarks.

2. Representations and Warranties. The representations and warranties of the parties as set forth in the Purchase Agreement are reconfirmed as of the date hereof.

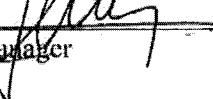
3. Miscellaneous.

(a) Entire Agreement. The provisions of this Agreement, as supplemented by the Purchase 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.

[Signature Page of the Trademark Assignment Agreement]

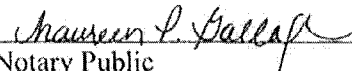
Global Brand LLC
By its partners and joint venturers


Gordon Brothers Brands, LLC
A Delaware limited liability company.

By: 
Its: Manager

COMMONWEALTH 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: _____

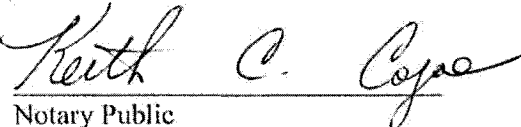
 **MAUREEN P. GALLAGHER**
Notary Public
Commonwealth of Massachusetts
My Commission Expires
June 30, 2011

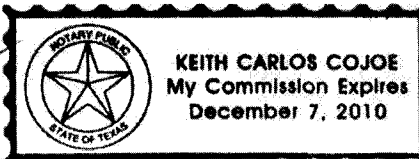
Branded, LLC, A Georgia limited liability company

By: 
Its: Manager

STATE OF Texas)
COUNTY OF Dallas)

Personally appeared before me, Keith E. Johnston, 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: _____

 **KEITH CARLOS COJOE**
My Commission Expires
December 7, 2010

[Signature Page of the Trademark Assignment Agreement]

Jake Dog, LLC

By: 

Name: ROBERT D. GOSSETT

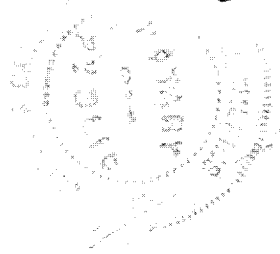
Title: MANAGING MEMBER

STATE OF SOUTH CAROLINA)
COUNTY OF BEAUFORT)

Personally appeared before me, Robert Gossett, 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 13 day of August, 2009.


Notary Public for S.C.

My Commission Expires: 12/27/2017



Schedule A

SALTY DOG (US Reg No. 0854677)
SALTY DOG (US Ser. No. 77-681,227)
SALTY DOG Switzerland Reg. No. 395767;
SALTY DOG Hong Kong Reg. No. 19910461
SALTY DOG New Zealand Reg. No. 186053