

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	05/01/2007		
<b>CONVEYING PARTY DATA</b>			
	<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>
	James A. Winkelmann Jr.		09/10/2009
			<b>Entity Type</b>
			INDIVIDUAL: UNITED STATES
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	The South Butt, LLC		
<b>Street Address:</b>	7710 Carondelet		
<b>Internal Address:</b>	Suite 404		
<b>City:</b>	Clayton		
<b>State/Country:</b>	MISSOURI		
<b>Postal Code:</b>	63105		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: MISSOURI		
<b>PROPERTY NUMBERS Total: 1</b>			
	<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>
	Serial Number:	77617979	THE SOUTH BUTT
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(800)961-0363		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	(800) 974-4827		
<b>Email:</b>	morris@yourtrademarkattorney.com		
<b>Correspondent Name:</b>	Morris E. Turek		
<b>Address Line 1:</b>	167 Lamp & Lantern Village		
<b>Address Line 2:</b>	#220		
<b>Address Line 4:</b>	Chesterfield, MISSOURI 63017-8208		
<b>ATTORNEY DOCKET NUMBER:</b>	W100 001TM		
<b>NAME OF SUBMITTER:</b>	Morris E. Turek		

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Signature:	/met20/
Date:	09/11/2009
Total Attachments: 1 source=SOUTH BUTT Trademark Assignment (Executed)#page1.tif	

TRADEMARK ASSIGNMENT

WHEREAS, James A. Winkelmann, Jr. ("Assignor"), a United States citizen, with an address of 23 Glen Abbey Dr., Frontenac, Missouri 63131, is the owner of the following trademark and trademark application currently pending in the United States Patent and Trademark Office:


THE SOUTH BUTT & design (Serial No. 77/617979)

WHEREAS, The South Butt, LLC ("Assignee"), a limited liability company organized under the laws of Missouri, located and doing business at 7710 Carondelet, Suite 404, Clayton, Missouri 63105, is desirous of acquiring said trademark and trademark application.

NOW, THEREFORE, for good and valuable consideration, the sufficiency and receipt of which are hereby acknowledged, said Assignor does hereby assign *nunc pro tunc* unto said Assignee, its successors and assigns, all rights, title and interest in and to the said trademark and trademark application, together with the goodwill of the business symbolized by said trademark, and in and to any and all causes of action (either in law or in equity), and the right to enforce any rights and file any causes of action, including the right to recover damages for any past, present or future infringement or misappropriation of said trademark, effective as of May 1, 2007.

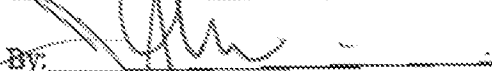
By their execution below, the Parties hereto have agreed to all of the terms and conditions of this Trademark Assignment and represent and warrant to each other that (1) each party has the right and power to enter into this Trademark Assignment and to perform all duties contained or referenced herein; (2) the individual signatories are empowered and authorized to sign this Trademark Assignment and, if applicable, to bind their respective corporations; (3) the Trademark Assignment is valid, legal, and binding; and (4) the Trademark Assignment does not contravene any other agreement or contract to which Assignor or Assignee is a party.

JAMES A. WINKELMANN, JR. ("Assignor")

  
James A. Winkelmann, Jr.

Dated: 9/10/09

THE SOUTH BUTT, LLC ("Assignee")

By: 

Name: James A. Winkelmann, Sr.

Title: Manager

Dated: 9/10/09