

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Real Juice Pty Ltd		09/25/2009	CORPORATION: AUSTRALIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Nudie Pty. Ltd.		
<b>Street Address:</b>	77 Corish Circle		
<b>City:</b>	Eastgardens		
<b>State/Country:</b>	AUSTRALIA		
<b>Postal Code:</b>	NSW 2036		
<b>Entity Type:</b>	CORPORATION: AUSTRALIA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	78347411	NUDIE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(415)693-2222		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	415-693-2000		
<b>Email:</b>	trademarks@cooley.com		
<b>Correspondent Name:</b>	John W. Crittenden		
<b>Address Line 1:</b>	777 6th Street, NW, Suite 1100		
<b>Address Line 4:</b>	Washington, DISTRICT OF COLUMBIA 20001		
<b>ATTORNEY DOCKET NUMBER:</b>	305025-201		
<b>DOMESTIC REPRESENTATIVE</b>			
<b>Name:</b>	John W. Crittenden		
<b>Address Line 1:</b>	777 6th Street, NW, Suite 1100		
<b>Address Line 4:</b>	Washington, DISTRICT OF COLUMBIA 20001		

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 REEL: 004069 FRAME: 0018**

NAME OF SUBMITTER:	John W. Crittenden
Signature:	/John W. Crittenden/
Date:	09/25/2009
Total Attachments: 2 source=assignment#page1.tif source=assignment#page2.tif	

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

ASSIGNMENT OF TRADEMARK UNDER 37 C.F.R. 3.11

WHEREAS, Real Juice Pty Ltd, an Australian corporation, having its principal offices at Nudie House, 77 Corish Circle, Pagewood, NSW 2035, Australia, has adopted and is the owner of the trademark NUDIE and Design (hereinafter "Trademark") now pending in the United States Patent and Trademark Office and the application listed in the attached Exhibit A; and

WHEREAS, Nudie Pty. Ltd., an Australian corporation, having its principal offices at 77 Corish Circle, Eastgardens, NSW 2036, Australia, is a successor to the business of the applicant, or portion thereof, to which the Trademark pertains, and is desirous of acquiring said Trademark.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Real Juice Pty Ltd hereby assigns to Nudie Pty. Ltd. all right, title and interest in the United States in and to the Trademark together with the goodwill of the business symbolized by said Trademark and the application therefor listed in the attached Exhibit A.

Signed at Nudie Eastgardens, Australia

Date: 25/9/09, 2009


REAL JUICE PTY LTD.

By: 

Name: Andrew Binetter

Title: Director

**Exhibit A**

MARK	CLASS	APPLICATION/REGISTRATION NO.
 <b>nudie</b>	32	Application No. 78347411

1146986 v3/SF