

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
Real Juice Pty Limited		09/25/2009	CORPORATION: AUSTRALIA
RECEIVING PARTY DATA			
Name:	Nudie Pty. Ltd.		
Street Address:	77 Corish Circle		
City:	Eastgardens		
State/Country:	AUSTRALIA		
Postal Code:	NSW 2036		
Entity Type:	CORPORATION: AUSTRALIA		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Serial Number:	78446607	NUDIE	
Registration Number:	3617497	NUDIE	
Registration Number:	3617496	NUDIE	
Registration Number:	3532385	NUDIE	
CORRESPONDENCE DATA			
Fax Number:	(415)693-2222		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	415-693-2000		
Email:	trademarks@cooley.com		
Correspondent Name:	John W. Crittenden		
Address Line 1:	777 6th Street, NW, Suite 1100		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20001		
ATTORNEY DOCKET NUMBER:	305025-201		
DOMESTIC REPRESENTATIVE			

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**TRADEMARK
 REEL: 004069 FRAME: 0148**

Name: John W. Crittenden
Address Line 1: 777 6th Street, NW, Suite 1100
Address Line 4: Washington, DISTRICT OF COLUMBIA 20001

NAME OF SUBMITTER:	John W. Crittenden
Signature:	/John W. Crittenden/
Date:	09/25/2009

Total Attachments: 2
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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

WHEREAS, Real Juice Pty Limited, an Australian corporation, having its principal offices at c/o Lexicon Partners, Level 4, 88 Phillip Street, Sydney NSW 2000, Australia, has adopted and is the owner of the trademark NUDIE (hereinafter "Trademark") now pending or registered in the United States Patent and Trademark Office and the applications and registrations 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 Limited 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 applications and registrations therefor listed in the attached Exhibit A.

Signed at Nudie Eastgardens, Australia

Date: 25 September, 2009

REAL JUICE PTY LIMITED

By: _____

Name: _____

Title: _____

Exhibit A

MARK	CLASS	APPLICATION/REGISTRATION NO.
NUDIE	18	Application No. 78446607
NUDIE	29 and 32	Registration No. 3617497
NUDIE	29	Registration No. 3617496
NUDIE	32	Registration No. 3532385

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