

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
Pharmacy Mail Order, Inc.		02/15/2010	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Alli, Alliance of Action Sports, LLC		
Street Address:	150 Harvester Drive		
Internal Address:	Suite 140		
City:	Burr Ridge		
State/Country:	ILLINOIS		
Postal Code:	60527		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3739509	STANDARD BOARDSHOP	
CORRESPONDENCE DATA			
Fax Number:	(336)723-5181		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	336-723-5180		
Email:	jarcher@ennsandarcher.com		
Correspondent Name:	Julia C. Archer		
Address Line 1:	939 Burke Street		
Address Line 4:	Winston-Salem, NORTH CAROLINA 27101		
ATTORNEY DOCKET NUMBER:	STANDARD BOARDSHOP ASSIGN		
NAME OF SUBMITTER:	Julia C. Archer		
Signature:	/jarcher/		
Date:	02/18/2010		

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Total Attachments: 1

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CONFIRMATORY TRADEMARK ASSIGNMENT

WHEREAS, Pharmacy Mail Order, Inc., a California corporation with an office at Suite 104, 2575 Pioneer Avenue, Vista CA 92081 ("ASSIGNOR"), has adopted, used and owned all rights in and to the trademark STANDARD BOARDSHOP and the trademark registration therefor in connection with retail store and online retail store services featuring skateboards, snowboards, surfboards, wakeboards, clothing, accessories, and shoes, U.S. Registration No. 3739509; and

WHEREAS, Alli, Alliance of Action Sports, LLC., a Delaware limited liability company with an office at 150 Harvester Drive, Suite 140, Burr Ridge, IL 60527 ("ASSIGNEE") has acquired said trademark and the registration therefor, together with the goodwill of the business symbolized by the mark, from ASSIGNOR by virtue of an agreement entitled "Asset Purchase Agreement" effective as of January 1, 2010.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNOR hereby confirms that it has assigned, transferred and conveyed to ASSIGNEE, all right, title and interest in and to the STANDARD BOARDSHOP trademark and Registration No. 3739509, together with the goodwill of the business symbolized the mark, effective as of January 1, 2010.

Signed this 15TH day of FEBRUARY, 2010.

ASSIGNOR:

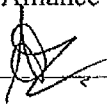
Pharmacy Mail Order, Inc.

By:


Pete McAfee, President

Accepted on behalf of ASSIGNEE, Alli, Alliance of Action Sports, LLC:

By:


Atul Khosla,
Vice President Business Development and
Operations