

**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>
Milner Distribution Alliance, Inc.		03/12/2010	CORPORATION: COLORADO
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Milner Trademarks & Licensing, Inc.		
<b>Street Address:</b>	P.O. Box 794		
<b>City:</b>	Monument		
<b>State/Country:</b>	COLORADO		
<b>Postal Code:</b>	80132		
<b>Entity Type:</b>	CORPORATION: COLORADO		
<b>PROPERTY NUMBERS Total: 4</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	3460625	MAXX RIDER COLLECTION	
Registration Number:	3460624	MAXX GOLF COLLECTION	
Registration Number:	3460622	MAXX CLIP-ON COLLECTION	
Registration Number:	3581007	MAXX HD	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(800)565-6658		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	719-475-6401		
<b>Email:</b>	docket@hollandhart.com		
<b>Correspondent Name:</b>	Jessica A. Neville		
<b>Address Line 1:</b>	P.O. Box 8749		
<b>Address Line 2:</b>	Attn: Tracy Baker		
<b>Address Line 4:</b>	Denver, COLORADO 80201-8749		
<b>ATTORNEY DOCKET NUMBER:</b>	75989.0002		
<b>NAME OF SUBMITTER:</b>	Jessica A. Neville		

CH \$115.00 3460625




**900157014**

**TRADEMARK**  
**REEL: 004166 FRAME: 0959**

Signature:	/Jessica A. Neville/
Date:	03/12/2010
Total Attachments: 1 source=Milner Distribution - Milner Trademarks assignment#page1.tif	

## TRADEMARK ASSIGNMENT

WHEREAS, Milner Distribution Alliance, Inc., a Colorado corporation, is the owner of the following trademarks thereof in the United States Patent & Trademark Office:

Mark	App. No. / Reg. No.	Goods / Services	Class
 (MAXX RIDER COLLECTION)	77/193,389 3,460,625	Sunglasses	009
 (MAXX GOLF COLLECTION)	77/193,375 3,460,624	Sunglasses	009
 (MAXX CLIP-ON COLLECTION)	77/193,337 3,460,622	Sunglasses	009
<b>MAXX HD</b>	77/050,504 3,581,007	Sunglasses	009

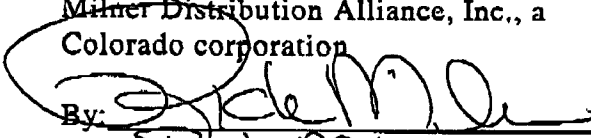
WHEREAS, pursuant to 15 U.S.C. § 1060, Milner Trademarks & Licensing, Inc., a Colorado corporation, with an address of 18285 Pixie Park Road, Monument, Colorado 80132 is an existing and on-going business and the successor in interest to Milner Distribution Alliance, Inc. of the portion of the business represented by said trademarks,

WHEREAS, Milner Trademarks & Licensing, Inc. wishes to acquire the entire right, title, and interest in and to said trademarks, and all rights of renewal thereof, together with the goodwill of the business associated with and symbolized by said trademarks.

NOW THEREFORE, for and in consideration of Ten Dollars (\$10.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Milner Distribution Alliance, Inc., has sold, assigned, and set over and does hereby sell, assign, and set over unto Milner Trademarks & Licensing, Inc., its successors and assigns, the entire right, title and interest to said trademarks and all rights of renewal thereof, together with the goodwill of the business associated with and symbolized by said trademarks, and together with the right to sue for past infringement and to collect all damages or profits for past infringements for its own use and benefit.

Date: 03/12/2010, 2010

Milner Distribution Alliance, Inc., a  
Colorado corporation

By:   
Name: Rick M. Lofgren  
Title: RESIDENT, CEO

4752153\_1.DOC