

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL |

CONVEYING PARTY DATA

| Name | Formerly | Execution Date | Entity Type |
|-------------|----------|----------------|---------------------------|
| Anna Macken | | 03/31/2010 | INDIVIDUAL: UNITED STATES |

RECEIVING PARTY DATA

| | |
|-----------------|---------------------------|
| Name: | Donald Macken |
| Street Address: | P.O. Box 277 |
| City: | Potter Valley |
| State/Country: | CALIFORNIA |
| Postal Code: | 95469 |
| Entity Type: | INDIVIDUAL: UNITED STATES |

| | |
|-----------------|---------------------------|
| Name: | Charlotte Macken |
| Street Address: | P.O. Box 277 |
| City: | Potter Valley |
| State/Country: | CALIFORNIA |
| Postal Code: | 95469 |
| Entity Type: | INDIVIDUAL: UNITED STATES |

PROPERTY NUMBERS Total: 2

| Property Type | Number | Word Mark |
|----------------|----------|--|
| Serial Number: | 77825895 | PARADISE SURF SHOP |
| Serial Number: | 77849539 | PARADISE SURF SHOP SANTA CRUZ CALIFORNIA |

CORRESPONDENCE DATA

Fax Number: (602)258-4441
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 6022584440
 Email: chris@daylawfirm.com
 Correspondent Name: Christopher Day
 Address Line 1: 301 E Bethany Home Road, Suite A-213

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**TRADEMARK
 REEL: 004220 FRAME: 0732**

Address Line 4: Phoenix, ARIZONA 85012

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| NAME OF SUBMITTER: | Christopher J. Day |
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| Signature: | /Christopher J. Day/ |
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| Date: | 06/08/2010 |
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| Total Attachments: 1 source=PARADISE assignment#page1.tif |
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PARADISE SURF SHOP
PARADISE SURF SHOP SANTA CRUZ CALIFORNIA
Serial Nos.: 77825895 and 77849539

TRADEMARK ASSIGNMENT

WHEREAS, Anna Macken, an individual and US citizen ("Assignor") owns and uses the marks PARADISE SURF SHOP and PARADISE SURF SHOP SANTA CRUZ CALIFORNIA in connection with the goods specified in the above identified United States trademark registration application; and

WHEREAS, Donald Macken, an individual and US citizen, and Charlotte Macken, an individual and US citizen, ("Assignees") with an address of P.O. Box 277 Potter Valley, CA 95469, are desirous of jointly acquiring said mark and the underlying trademark registration application.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignees, all right, title and interest in and to the said mark, and the above identified registration application, together with the good will of the business symbolized by the mark.

Dated as of the 3rd day of March, 2010.

ASSIGNOR:



Anna Macken