

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	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>
Elephant Design Limited		04/14/2009	CORPORATION: UNITED KINGDOM
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	PANX Partnership Limited		
<b>Street Address:</b>	The Courtyard, Shoreham Road		
<b>Internal Address:</b>	Upper Beeding		
<b>City:</b>	Steyning, West Sussex		
<b>State/Country:</b>	UNITED KINGDOM		
<b>Postal Code:</b>	BN44 3TN		
<b>Entity Type:</b>	LIMITED PARTNERSHIP: UNITED KINGDOM		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	3348936	BRIDGEWATER	
Registration Number:	1723838	BRIDGEWATER	
<b>CORRESPONDENCE DATA</b>			
Fax Number:	(703)236-4501		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	703-236-4500		
Email:	tm-dc@cantorcolburn.com		
Correspondent Name:	P. Jay Hines		
Address Line 1:	1800 Diagonal Road		
Address Line 2:	Suite 510		
Address Line 4:	Alexandria, VIRGINIA 22314		
ATTORNEY DOCKET NUMBER:	MAR0033TUS		

OP \$65.00 3348936

DOMESTIC REPRESENTATIVE

**900177103**

**TRADEMARK**  
**REEL: 004412 FRAME: 0386**

Name:  
Address Line 1:  
Address Line 2:  
Address Line 3:  
Address Line 4:

NAME OF SUBMITTER:	P. Jay Hines
Signature:	/pjh/
Date:	11/10/2010

**Total Attachments: 4**

source=BRIDGEWATER Assignment#page1.tif  
source=BRIDGEWATER Assignment#page2.tif  
source=BRIDGEWATER Assignment#page3.tif  
source=BRIDGEWATER Assignment#page4.tif

Date: 14 APRIL 2009

**Elephant Design Limited**

Assignor

**PANX Partnership LLP**

Assignee

**Trade Mark Assignment in the  
United States of America**

**Field Fisher Waterhouse LLP 35 Vine Street London EC3N 2AA**

**TRADEMARK  
REEL: 004412 FRAME: 0388**

**THIS AGREEMENT** is effective as of the ~~14~~ day of **APRIL** 2009

**BETWEEN:**

- (1) **Elephant Design Limited** of 739 Fulham Road, London SW6 5UL, United Kingdom (the "Assignor"); and
- (2) **PANX Partnership LLP** of The Courtyard, Shoreham Road, Upper Beeding, Steyning, West Sussex BN44 3TN, United Kingdom (the "Assignee")

**WHEREAS:**

- (A) The Assignor is the proprietor of the Trade Mark (the "Mark") short particulars of which are set out in the Schedule to this assignment.
- (B) The Assignee wishes to purchase the Trade Mark from the Assignor.

**ASSIGNMENT**

1. In consideration of the sum of £1 (receipt of which is hereby acknowledged) the Assignor assigns with full title guarantee and transfers to the Assignee all rights, titles and interests to the Mark together with all rights attaching thereto and the right to sue for past infringements and to retain any damages obtained as a result of such action.
2. This assignment is made with the goodwill attaching to and symbolised by the Mark.
3. The Assignor agrees that it will at the request of the Assignee at all times hereafter do all such acts and execute such documents as may reasonably be necessary or desirable both to secure the vesting in the Assignee of all rights assigned to it in this agreement and to assist in the resolution of any question concerning the Mark.
4. The Assignor confirms that the Assignee is authorised to sign on behalf of the Assignor all forms and documents that are required by the relevant Trade Marks Registry to record this assignment at that Registry.
5. This assignment is governed by English law and is subject to the jurisdiction of the English Courts.

IN WITNESS whereof the hands of the parties or their duly authorised attorneys or representatives the day and year first above written.

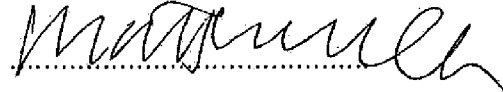
SIGNED for and on behalf of **Elephant Design Limited**



Name: **EMMA RICE**

Position: **DIRECTOR**

SIGNED for and on behalf of **PANX Partnership LLP**



Name: **MATTHEW RICE**

Position: **DIRECTOR**

**THE SCHEDULE**

<b>Country</b>	<b>Trade Marks</b>	<b>Registration Numbers</b>	<b>Classes</b>
U.S.A.	BRIDGEWATER	3348936	24
U.S.A.	BRIDGEWATER	1723838	21