

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
Primp, LLC		03/31/2010	LIMITED LIABILITY COMPANY: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Industry Concept Holdings, Inc.		
Street Address:	8400 East Prentice Avenue		
Internal Address:	#1500		
City:	Greenwood Village		
State/Country:	COLORADO		
Postal Code:	80111		
Entity Type:	CORPORATION: COLORADO		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3264267	PRIMP	
CORRESPONDENCE DATA			
Fax Number:	(303)623-9129		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	303-623-9133		
Email:	ldarling@dmsl-law.com		
Correspondent Name:	Lee J. Darling, Esq.		
Address Line 1:	1331 17th Street		
Address Line 2:	Suite 800		
Address Line 4:	Denver, COLORADO 80202		
ATTORNEY DOCKET NUMBER:	2069.01		
NAME OF SUBMITTER:	Lee J. Darling		
Signature:	/Lee J. Darling/		

OP \$40.00 3264267

900180761

TRADEMARK

REEL: 004448 FRAME: 0792

Date:

01/07/2011

Total Attachments: 2

source=Cover Sheet (Primp Assign #1)#page1.tif

source=Primp Assign #1 (Signed)#page1.tif

RECORDATION FORM COVER SHEET TRADEMARKS ONLY

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies):

Primp, LLC

- Individual(s) Association
 General Partnership Limited Partnership
 Corporation- State: _____
 Other Limited Liability Company

Citizenship (see guidelines) California

Additional names of conveying parties attached? Yes No

3. Nature of conveyance /Execution Date(s) :

Execution Date(s) 03/31/2010

- Assignment Merger
 Security Agreement Change of Name
 Other _____

2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached? Yes No

Name: Industry Concept Holdings, Inc.

Internal

Address: #1500

Street Address: 8400 E. Prentice Avenue

City: Greenwood Village

State: Colorado

Country: United States Zip: 80111

- Association Citizenship _____
 General Partnership Citizenship _____
 Limited Partnership Citizenship _____
 Corporation Citizenship Colorado
 Other _____ Citizenship _____

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
 (Designations must be a separate document from assignment)

4. Application number(s) or registration number(s) and identification or description of the Trademark.

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

Reg. No. 3264267

Additional sheet(s) attached? Yes No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

PRIMP Reg. Date: July 17, 2007

5. Name & address of party to whom correspondence concerning document should be mailed:

Name: Lee J. Darling

Internal Address: Suite 800

Street Address: 1331 17th Street

City: Denver

State: Colorado Zip: 80202

Phone Number: 303-623-9133

Fax Number: 303-623-9129

Email Address: ldarling@dmsl-law.com

6. Total number of applications and registrations involved:

1

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$40.00

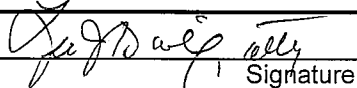
- Authorized to be charged to deposit account
 Enclosed

8. Payment Information:

Deposit Account Number _____

Authorized User Name _____

9. Signature:


 Signature

1/7/11

Date

Lee J. Darling, Attorney for Primp, LLC

Name of Person Signing

Total number of pages including cover sheet, attachments, and document:

2

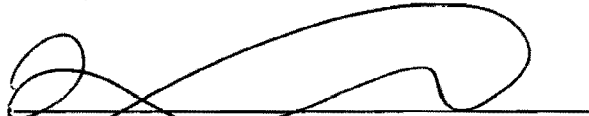
ASSIGNMENT

WHEREAS Primp, LLC, a California limited liability company, of 1401 South Griffith Avenue, Los Angeles, California, 90021, has adopted, used and is using a mark which is registered in the United States Patent and Trademark Office, Registration No. 3264267, dated July 17, 2007; and

WHEREAS, Industry Concept Holdings, Inc., a Colorado corporation, of 8400 East Prentice Avenue, #1500, Greenwood Village, CO 80111, is desirous of acquiring said mark and the registration thereof.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Primp, LLC does hereby assign unto the said Industry Concept Holdings, Inc. all right, title and interest in and to the PRIMP® mark, together with the goodwill of the business symbolized by the mark, and the above identified registration thereof.

This Assignment shall be effective as of March 31, 2010.


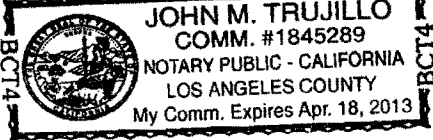


Wells Butler, Managing Member of
Primp, LLC

STATE OF CALIFORNIA)
) ss.
COUNTY OF Los Angeles)

On this 6th day of January, 2011, before me appeared Wells Butler, the person who signed this instrument, who acknowledged that she signed it as a free act on behalf of the identified limited liability company with authority to do so.

WITNESS my hand and official seal.


Notary Public

My commission expires: April 18, 2013