

TRADEMARK ASSIGNMENT

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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
Jeffrey Bushman		02/14/2011	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Country Feeling C.C.		
Street Address:	38 Jeffreys Street		
City:	Jeffreys Bay		
State/Country:	SOUTH AFRICA		
Postal Code:	6330		
Entity Type:	CORPORATION: SOUTH AFRICA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77627871	COUNTRY FEELING	
CORRESPONDENCE DATA			
Fax Number:	(949)265-1199		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	949.265.1100		
Email:	jharlow@fsglawyers.com		
Correspondent Name:	Christa Perez		
Address Line 1:	19800 MacArthur Blvd., Suite 1100		
Address Line 4:	Irvine, CALIFORNIA 92616		
ATTORNEY DOCKET NUMBER:	COUNTRY FEELING - TM		
DOMESTIC REPRESENTATIVE			
Name:	Bryan Friedman		
Address Line 1:	19800 MacArthur Blvd., Suite 1100		
Address Line 4:	Irvine, CALIFORNIA 92612		

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REEL: 004481 FRAME: 0978

NAME OF SUBMITTER:	Christa Perez
Signature:	/christa perez/
Date:	02/17/2011
Total Attachments: 1 source=Signed assignment#page1.tif	

ASSIGNMENT OF TRADEMARK

February 9, 2011


WHEREAS, Jeffrey Bushman ("Assignor"), a United States citizen, having his principal place of business at 58 036 Kapuai Place, Haleiwa, Hawaii 96712, USA, has adopted, used, is using and is to the best of his knowledge and belief, the owner of, United States trademark serial number 77527571, COUNTRY FEELING (the "Mark").

WHEREAS, Country Feeling, c.o. (the "Assignee"), a South Africa close corporation with principal place of business at 98 Jeffreys Street, Jeffreys Bay 6330, South Africa, is desirous of acquiring the Mark, and Assignor is desirous of assigning the Mark;

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, Assignor hereby assigns to Assignee, all right, title and interest in and to the Mark, together with the goodwill of the business symbolized by and associated with the Mark and registration thereof.

IN WITNESS WHEREOF, the undersigned Assignor has executed this Assignment of Trademarks on this 14 day of February, 2011.

ASSIGNOR:



Jeffrey Bushman

2/16/2011 12:27 PM