

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
Sherri R. Jacobson		02/26/2011	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Bedrock Manufacturing Company, LP		
Street Address:	301 N. Crowdus		
Internal Address:	Suite 200		
City:	Dallas		
State/Country:	TEXAS		
Postal Code:	75226		
Entity Type:	LIMITED PARTNERSHIP: TEXAS		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	85018771	SHINOLA	
Serial Number:	85975094	SHINOLA	
CORRESPONDENCE DATA			
Fax Number:	(214)206-4330		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	214-206-43000		
Email:	molly@richardlawgroup.com		
Correspondent Name:	Molly Buck Richard		
Address Line 1:	8411 Preston Road		
Address Line 2:	Suite 890		
Address Line 4:	Dallas, TEXAS 75225		
ATTORNEY DOCKET NUMBER:	BEDR-0004		
NAME OF SUBMITTER:	Molly Buck Richard		

OP \$65.00 85018771

900185397

**TRADEMARK
 REEL: 004489 FRAME: 0276**

Signature:	/Molly Buck Richard/
Date:	03/03/2011
Total Attachments: 1 source=Trademark Assignment#page 1.tif	

TRADEMARK ASSIGNMENT

WHEREAS, Sherri R. Jacobson, an individual whose address is P.O. Box 2523, Ceres, CA 95307 (hereinafter referred to as "Assignor") is the owner of the following marks and trademark applications:

<u>Application No.</u>	<u>Mark</u>
85/018,771	SHINOLA
85/975,094	SHINOLA

(hereinafter "the Marks")

WHEREAS, Bedrock Manufacturing Company, L.P., a Texas limited partnership whose general partner is Bedrock Resources, LLC, a Texas limited liability company, having a mailing address of 301 N. Crowdus, Suite 200, Dallas, TX 75226 (hereinafter referred to as "Assignee") is the successor to the business represented by the Marks and is desirous of acquiring Assignor's rights in the Marks.

NOW THEREFORE, for good and valuable consideration, receipt and sufficiency of which is hereby acknowledged, said Assignor hereby assigns to Assignee all right, title, and interest in and to the Marks, together with the goodwill of the business symbolized by the Marks.

Signed this 26 day of Feb., 2011.

Sherri R. Jacobson

SHERRI R. JACOBSON

ACKNOWLEDGMENT

State of California
County of Stanislaus

On Feb 26, 2011 before me, Nicole Lass, Notary Public personally
(insert name and title of officer)

appeared Sherri R. Jacobson, who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/~~are~~ subscribed to the within instrument and acknowledged to me that ~~he~~/she/~~they~~ executed the same in ~~his~~/her/~~their~~ authorized capacity(ies), and that by ~~his~~/her/~~their~~ signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

Signature *Nicole Lass* (Seal)

