

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 |
| Dakota West Design, Inc. | | 03/25/2011 | CORPORATION: OHIO |
| RECEIVING PARTY DATA | | | |
| Name: | Dakota West Design, Inc. | | |
| Street Address: | 2301 Yale Boulevard SE | | |
| Internal Address: | Building E | | |
| City: | Albuquerque | | |
| State/Country: | NEW MEXICO | | |
| Postal Code: | 87106 | | |
| Entity Type: | CORPORATION: SOUTH DAKOTA | | |
| PROPERTY NUMBERS Total: 2 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 3306999 | DESPERADO | |
| Registration Number: | 3906396 | ABSOLUTELY CHARMING | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (202)533-9099 | | |
| | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | |
| Phone: | 202-467-8856 | | |
| Email: | behogue@vorys.com, iplaw@vorys.com, rsdonnell@vorys.com | | |
| Correspondent Name: | Vorys, Sater, Seymour and Pease LLP | | |
| Address Line 1: | 1909 K Street, NW -- 9th Floor | | |
| Address Line 2: | Attn: Richard S. Donnell, Esq. | | |
| Address Line 4: | Washington, DISTRICT OF COLUMBIA 20006 | | |
| ATTORNEY DOCKET NUMBER: | 24090-9/0769/DWDESIGN | | |
| NAME OF SUBMITTER: | Richard S. Donnell | | |
| Signature: | /richard s donnell/ | | |

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 REEL: 004510 FRAME: 0837

Date:

03/29/2011

Total Attachments: 2

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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT ("Assignment") is made and entered into as of the 25th day of March 2011 ("Effective Date"), by DAKOTA WEST DESIGN, INC., an Ohio corporation, with a business address of 2301 Yale Boulevard SE, Building E, Albuquerque, New Mexico 87106 ("Assignor"), to DAKOTA WEST DESIGN, INC., a South Dakota corporation, with a business address of 2301 Yale Boulevard SE, Building E, Albuquerque, New Mexico 87106 ("Assignee").

RECITALS

WHEREAS, Assignor owns all right, title, and interest in and to the trademarks and/or service marks listed on Exhibit A attached hereto ("Trademarks"); and

WHEREAS, Assignee desires to acquire all right, title and interest in and to the Trademarks, together with the goodwill of the business associated therewith, and all pending applications and issued registrations therefor.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby grant, assign, and convey to Assignee all of Assignor's right, title, and interest in and to the Trademarks, the applications and/or registrations therefore listed in Exhibit A, together with the goodwill of the business symbolized by the Trademarks, including, without limitation, Assignor's right, title, and interest in and to (1) all income, royalties, damages, and payments now and hereafter due and/or payable with respect to the Trademarks, including, without limitation, damages and payments for past or future infringements thereof; (2) the right to sue for past, present, and future infringements of the Trademarks; (3) the right to secure all renewals for the registration of the Trademarks; (4) the right to secure registration for the Trademarks; and (5) all rights corresponding thereto, as fully and entirely as the same would have been held and enjoyed by Assignor had this Assignment not been made.

IN WITNESS WHEREOF, the undersigned has caused this Assignment to be duly executed and delivered, as of the Effective Date.

ASSIGNOR:
DAKOTA WEST DESIGN, INC.

By: Brandon Keyser

Name: Brandon Keyser

Title: President

Exhibit A
Trademarks

| Trademark | Serial Number | Registration Number |
|---------------------|----------------------|----------------------------|
| DESPERADO | 78/891,021 | 3,306,999 |
| ABSOLUTELY CHARMING | 77/876,613 | 3,906,396 |