

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

03/16/2011
 900186562

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
PFT Media Holdings LLC		03/15/2011	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Hurley International LLC		
Street Address:	1945-G Placentia Avenue		
City:	Costa Mesa		
State/Country:	CALIFORNIA		
Postal Code:	92627		
Entity Type:	LIMITED LIABILITY COMPANY: OREGON		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3699709	SALVATION	
CORRESPONDENCE DATA			
Fax Number:	(503)459-4142		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	5034594141		
Email:	penfield@ahmrt.com		
Correspondent Name:	B. Anna McCoy		
Address Line 1:	806 SW Broadway		
Address Line 2:	Suite 600		
Address Line 4:	Portland, OREGON 97205		
ATTORNEY DOCKET NUMBER:	HUR08414US25(3)		
NAME OF SUBMITTER:	B. Anna McCoy		
Signature:	/B. Anna McCoy/		

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TRADEMARK
 REEL: 004521 FRAME: 0563

Date:

03/16/2011

Total Attachments: 1

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U.S. ASSIGNMENT

WHEREAS, PFT Media Holdings LLC, a limited liability company organized under the laws of Delaware with offices at 740 State Street, Santa Barbara, California 93101 is the record assignee of U.S. Trademark Registration No. 3,699,709 for SALVATION registered October 20, 2009 (the Mark);

WHEREAS, Hurley International LLC, a limited liability company organized under the laws of Oregon, with offices at 1945-G Placentia Avenue, Costa Mesa, California 92627 is desirous of acquiring an interest therein;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, PFT Media Holdings LLC hereby assigns and transfers to Hurley International LLC, all of PFT Media Holdings LLC's right, title and interest in and to U.S. Trademark Registration No. 3,699,709, together with any goodwill associated with the Mark, and any and all causes of action for infringement of the Mark.

IN WITNESS, the Parties sign as follows:

PFT Media Holdings LLC

By: [Signature]
Name: Bobby M. Toball
Title: Pacificor LLC CEO
Date: 3/15/11

(Pacificor LLC is the managing member of PFT Media Holdings LLC)

Hurley International LLC

By: [Signature]
Name: JAIME LEHNS
Title: Trademark Counsel, Hurley
Date: 3/15/11