

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Hickory Industries, Inc.		05/17/2011	CORPORATION: NORTH CAROLINA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Bedrock Brands, LP		
<b>Composed Of:</b>	COMPOSED OF Bedrock Brands GP, LLC a Texas limited liability company, its general partner		
<b>Street Address:</b>	301 N. Crowdus		
<b>Internal Address:</b>	Suite 200		
<b>City:</b>	Dallas		
<b>State/Country:</b>	TEXAS		
<b>Postal Code:</b>	75226		
<b>Entity Type:</b>	LIMITED PARTNERSHIP: TEXAS		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	1608755	SHINOLA	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(214)206-4330		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	214-206-4300		
<b>Email:</b>	molly@richardlawgroup.com		
<b>Correspondent Name:</b>	Molly Buck Richard		
<b>Address Line 1:</b>	8411 Preston Road		
<b>Address Line 2:</b>	Suite 890		
<b>Address Line 4:</b>	Dallas, TEXAS 75225		
<b>ATTORNEY DOCKET NUMBER:</b>	BEDR-0004		
<b>NAME OF SUBMITTER:</b>	Molly Buck Richard		

OP \$40.00 1608755

Signature:	/Molly Buck Richard/
Date:	05/19/2011
Total Attachments: 1 source=Shinola Assignment#page1.tif	

**TRADEMARK ASSIGNMENT**

WHEREAS, Hickory Industries, Inc., a North Carolina corporation whose address is P.O. 429, Hickory, North Carolina, 28603 (hereinafter referred to as "Assignor") is the owner of the mark SHINOLA, along with United States Trademark Registration No. 1,608,755 (hereinafter "the Mark"); and

WHEREAS, Bedrock Brands, LP, a Texas limited partnership whose general partner is Bedrock Brands GP, LLC, a Texas limited liability company, having a mailing address of 301 N. Crowds, Suite 200, Dallas, TX 75226 (hereinafter referred to as "Assignee") is desirous of acquiring Assignor's rights in the Mark.

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 Mark, together with the goodwill of the business symbolized by the Mark.

Signed this 17 day of May, 2011.

HICKORY INDUSTRIES, INC.



By Rob Bell, President

Dated: 5/17/2011

STATE OF NORTH CAROLINA §  
COUNTY OF Catawba §

BEFORE ME, on this day personally appeared Rob Bell, President of Hickory Industries, Inc., known to me to be the person who signed this assignment and acknowledged to me that he/ she executed the same for the purposes and consideration therein expressed.

Subscribed to and sworn to before me this 17<sup>th</sup> day of <sup>MAY</sup> ~~March~~, 2011.



Notary Public in and for the State  
of North Carolina

Printed Name: FRANCES D. BOLTON

My Commission Expires: 10-29-2012