

**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>
Salt Branding, Sole Proprietorship		09/30/2011	SOLE PROPRIETORSHIP: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Salt Branding LLC		
<b>Street Address:</b>	1265 Battery Street		
<b>Internal Address:</b>	Levi's Plaza		
<b>City:</b>	San Francisco		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	94111		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2596052	SALT BRANDING	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(312)224-1510		
<b>Phone:</b>	312-224-1500		
<b>Email:</b>	methier@vaneklaw.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
<b>Correspondent Name:</b>	Angela C. Wilcox		
<b>Address Line 1:</b>	111 S. Wacker Drive		
<b>Address Line 2:</b>	Vanek, Vickers & Masini / Suite 4050		
<b>Address Line 4:</b>	Chicago, ILLINOIS 60606		
<b>ATTORNEY DOCKET NUMBER:</b>	07-0155		
<b>NAME OF SUBMITTER:</b>	Angela C. Wilcox		

OP \$40.00 2596052

**900203695**

**TRADEMARK  
 REEL: 004635 FRAME: 0151**

Signature:	/Angela C. Wilcox/
Date:	10/04/2011
Total Attachments: 1 source=Executed Assignment_SALT BRANDING_Salt Branding Sole Proprietorship to Salt Branding LLC_09 30 2011#page1.tif	

ASSIGNMENT OF TRADEMARKS AND GOODWILL

This assignment of Trademarks and Goodwill (hereinafter "Assignment"), is made effective as of the 30<sup>th</sup> day of September, 2011, by and between SALT BRANDING, a California Sole Proprietorship, having a place of business at 30 Hotaling Place, 1<sup>st</sup> Floor, San Francisco, California 94111 (hereinafter "Assignor") and SALT BRANDING LLC, a California Limited Liability Company, having a place of business at Levi's Plaza, 1265 Battery Street, San Francisco, California 94111 (hereinafter "Assignee").

WHEREAS, Assignor is the owner of common law rights and trademark registration for the following mark: SALT BRANDING, Registration No. 2,596,052, with the United States Patent and Trademark Office, which relates to advertising and business consulting services, namely, marketing consultation; creation and management of brand names for others; brand name architecture development and implementation services for others; corporate identity and logo development; naming and branding of products and services for others; market research services; development and implementation of marketing strategies for others; brand positioning and product promotion services for others in International Class 35; and computer services namely, designing, developing and creating stationery, collateral, packaging, retail space and websites for others on a global computer network in International Class 42 (hereinafter referred to as "the Mark");

WHEREAS, Assignee desires to acquire any and all rights that Assignor may have in and to the Mark and the registration therefore, together with all of the goodwill of the business in connection with which the Mark is used and which is symbolized by the Mark, along with the right to recover for damages and profits for past, present and future infringement, dilution or misappropriation thereof;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign unto Assignee all right, title and interest in and to the Mark and the U.S. registration and application therefore throughout the United States together with the goodwill of the business in connection with which the Mark is used and which is symbolized by the Mark, along with all causes of action (either in law or in equity), and the right to sue, counterclaim, and recover for past, present, and future infringement, dilution or misappropriation of the Mark, and all rights corresponding thereto throughout the United States.

Assignor agrees to execute and deliver at the request of the Assignee all papers, instruments and assignments, and to perform any other reasonable acts the Assignee may require in order to vest all Assignor's rights, title and interest in and to the Mark in the Assignee and/or to provide evidence to support any of the foregoing in the event such evidence is deemed necessary by the Assignee, to the extent such evidence is in the possession or control of Assignor.

This assignment may be executed in any number of counterparts, all of which taken together shall constitute one and the same instrument and any of the parties hereto may execute this agreement by signing any such counterpart.

IN WITNESS THEREOF, the parties have caused this Assignment to be duly executed on the date first hereinabove written.

SALT BRANDING, Sole Proprietorship

*David L. Neugebauer*

*David L. Neugebauer* Founding Partner  
Name and Title

SALT BRANDING, LLC

*Rick Herrick*

*Rick Herrick* Founding Partner  
Name and Title

TRADEMARK