

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
Cocona, Inc.		08/31/2011	CORPORATION: COLORADO
RECEIVING PARTY DATA			
Name:	The North Face Apparel Corp.		
Street Address:	3411 Silverside Road		
Internal Address:	200 Hanby Building		
City:	Wilmington		
State/Country:	DELAWARE		
Postal Code:	19810		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3857227	FLASH DRY	
CORRESPONDENCE DATA			
Fax Number:	(302)477-3932		
Phone:	302-477-3930		
Email:	turkc@vfc.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Correspondent Name:	Christopher M. Turk		
Address Line 1:	3411 Silverside Road		
Address Line 2:	200 Hanby Building		
Address Line 4:	Wilmington, DELAWARE 19810		
NAME OF SUBMITTER:		Christopher M Turk	
Signature:		/cmt/	
Date:		10/20/2011	

OP \$40.00 3857227

Total Attachments: 4

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ASSIGNMENT OF TRADEMARKS

This Trademark Assignment is made this August 31, 2011, (the "Effective Date") between Cocona, Inc., a corporation organized under the laws of the State of Colorado, with a business address of 2100 Pearl Street, Boulder, Colorado 80302 (the "Assignor"), and The North Face Apparel Corp., a corporation of the State of Delaware, with a business address of 3411 Silverside Road, Wilmington, Delaware 19810 (the "Assignee").

Assignor is the owner of the "FLASH DRY" trademark including the trademarks listed in Exhibit 1 attached hereto, and is the owner of the trademark registrations and pending applications listed in the aforesaid exhibit (hereinafter all collectively referred to as the "Trademarks"). Assignee wishes to acquire all of Assignor's rights in and to the Trademarks and the good will associated therewith.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns, conveys and transfers to Assignee all of its worldwide rights, title and interest in the Trademarks, in all forms, stylized lettering, and including any associated designs or logos, together with the goodwill of the business associated therewith, and the right to sue for past, present and future infringements and the right to retain any damages as a result of any such action. This Assignment includes any and all of Assignor's rights in all versions and representations in the Trademarks, whether based upon statute, civil code, or common law rights or based upon any applications or registrations whether granted, pending, suspended or abandoned.

Assignor represents, warrants and covenants that as of the Effective Date of this Assignment, the Assignor was the sole and lawful owner of all right, title and interest in and to the Trademarks, that Assignor has good and valid market title in the Trademarks, that as of the execution date of this Assignment Assignor is not the subject of any bankruptcy proceeding and no receivership of any kind of Assignor exists, that its ownership interest is up to date with the respective Government offices or agencies responsible for the registrations or applications listed at Exhibit 1, that there are no liens or encumbrances upon the Trademarks or upon that part of Assignor's business whose goodwill is symbolized by the Trademarks, that none of the Trademarks are the subject of any license or agreement affecting the Trademarks, and that no assignment, sale or encumbrance has been made or entered into that would affect the Trademarks or conflict with this Assignment. Furthermore, Assignor hereby represents, warrants and covenants that it has not received any letter or notice (whether written or oral) challenging or threatening to challenge Assignor's right to use the Trademarks in any jurisdiction in the world, nor has Assignor been challenged or threatened to be challenge by any third parties in any legal, administrative or similar proceeding in connection with its ownership or use of the Trademarks anywhere in the world. Assignor further represents, warrants and covenants that it is not aware of any company person, or legal entity, infringing the Trademarks anywhere in the world, or that has claimed any ownership interest in the Trademarks.

Assignor represents, warrants and covenants for itself and its respective heirs, legal representatives, and affiliated companies to provide to Assignee promptly upon the request of Assignee and at the expense of the Assignee all pertinent facts and documents relating to the Trademarks, and to promptly execute and deliver to Assignee or its legal representative any and all papers, instruments, or affidavits required to apply for, obtain, maintain, issue, renew, or enforce the Trademarks and which may be necessary or desirable to Assignee, and promptly to do such other acts as may be necessary or proper to vest full title in and to the Trademarks in Assignee or which may be necessary to obtain, maintain, renew, issue, or enforce the Trademarks. If Assignor fails, refuses, or is unavailable to sign any such documents which may be required pursuant to this Assignment, the Assignor acknowledges and agrees Assignee will be entitled to sign such documents for and on behalf of Assignor, and for this purpose only Assignor hereby irrevocably appoints Assignee its attorney-in-fact and grants its power of attorney with the power to sign all such documents as may be required to vest Assignee with all rights provided under this Agreement.

ASSIGNOR

COCONA, INC.

BY: *Duncan F. Edwards*
Signature
Duly Authorized Representative
Of Cocona, Inc.

DUNCAN F. EDWARDS CORP. SECRETARY
Print Name and Title

Exhibit 1
Trademarks

Mark	Country	Application Number	Filing Date	Registration Number	Date Registered	Status
FLASH DRY	China	958869	03/27/2008	958869		Refused
FLASH DRY	Republic of Korea	40-2010-0066459	03/27/2008	958869	03/04/2011	Registered
FLASH DRY	Taiwan	97013848	03/27/2008	1345558	03/27/2008	Registered
FLASH DRY	US	77/291,975	09/28/2007	3857227	10/05/2010	Registered
FLASH DRY	Madrid	A0011879	03/27/2008	958869	03/27/2008	Registered
FLASH DRY	EPO	958869	03/27/2008	0958869	04/20/2009	Registered
FLASH DRY	Japan	958869	03/27/2008	958869	03/27/2008	Registered

IN WITNESS WHEREOF, I hereunto set my hand and seal at

Boulder, CO this 6th day of October, 2011.
Megann N Matero L.S.
First Middle Initial Last

State of Colorado }
County of Boulder } ss. }

Before me this 6th day of October, 2011, personally appeared Duncan L. Edwards known to me to be the person whose name is subscribed to the foregoing Assignment and acknowledged that she/he is the duly authorized representative of ASSIGNOR for the purposes hereof and that she/he executed the same as her/his free act and deed for the purposes therein contained.

[Signature]
Notary Public
My Commission Expires:

MEGANN MATERO
NOTARY PUBLIC
STATE OF COLORADO
MY COMMISSION EXPIRES 04/24/2013