

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
360, Inc.		11/14/2011	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Boards & More Holding SA		
Street Address:	Rue du College 26		
City:	1815 Clarens/Montreux		
State/Country:	SWITZERLAND		
Entity Type:	CORPORATION: SWITZERLAND		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3508671	ION	
Registration Number:	4000420	ION	
CORRESPONDENCE DATA			
Fax Number:	(202)585-8080		
Phone:	202-585-8209		
Email:	nptm@nixonpeabody.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:	David L. May		
Address Line 1:	401 9th Street NW, Suite 900		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20004		
ATTORNEY DOCKET NUMBER:	033963-09 AND 10		
DOMESTIC REPRESENTATIVE			
Name:			
Address Line 1:			
Address Line 2:			

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Address Line 3:

Address Line 4:

NAME OF SUBMITTER:

Laura D. Golden

Signature:

/ldg5x/

Date:

11/15/2011

Total Attachments: 4

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EXHIBIT B

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (“Trademark Assignment”) is entered into pursuant to a Trademark Agreement dated November 14, 2011 , by and between **360, Inc.**, a corporation incorporated under the laws of California (“Assignor), and **Boards & More Holding SA**, a corporation formed under the laws of Switzerland with a principal place of business at Rue du Collège 26, 1815 Clarens/Montreux, Switzerland (“Assignee”).

RECITALS

WHEREAS, Assignor is the owner of record of U.S. Trademark Registration Nos. 3,508,671 for the mark ION and No. 4,000,420 for the mark ION & Device, copies of which are set forth in Schedule I (the “Trademarks”), and

WHEREAS, Assignee wishes to acquire said Trademarks.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns, transfers, and conveys to Assignee, and Assignee hereby accepts, all of Assignor’s right, title and interest in and to the Trademarks, together with the goodwill of the business symbolized thereby.

IN WITNESS OF THE FOREGOING AGREEMENT, the parties hereto set their hands hereto on the dates noted below.

360, INC.

By: David P. Kennedy

Name: David P. Kennedy

Title: Vice President - CFO

Dated: 11/14/11

BOARDS & MORE HOLDING SA

By: Till Eberle Gregor Kömle

Name: Till Eberle Gregor Kömle

Title: CEO CFO

Dated: 25.10.11 25.10.11

SCHEDULE I

Int. Cl.: 28

Prior U.S. Cls.: 22, 23, 38 and 50

United States Patent and Trademark Office

Reg. No. 3,508,671

Registered Sep. 30, 2008

**TRADEMARK
PRINCIPAL REGISTER**

ION

360, INC. (CALIFORNIA CORPORATION), DBA
WAVE REBEL
14380 INDUSTRY CIRCLE
LA MIRADA, CA 90638

THE MARK CONSISTS OF STANDARD CHAR-
ACTERS WITHOUT CLAIM TO ANY PARTICULAR
FONT, STYLE, SIZE, OR COLOR.

FOR: BODYBOARDS AND BODYBOARD BAGS,
IN CLASS 28 (U.S. CLS. 22, 23, 38 AND 50).

SER. NO. 78-755,453. FILED 11-16-2005.

FIRST USE 2-0-2000; IN COMMERCE 2-0-2000.

CAROLYN GRAY, EXAMINING ATTORNEY

United States of America

United States Patent and Trademark Office



Reg. No. 4,000,420

Registered July 26, 2011

Int. Cl.: 28

TRADEMARK

PRINCIPAL REGISTER

360, INC. (CALIFORNIA CORPORATION), DBA WAVE REBEL
14380 INDUSTRY CIRCLE
LA MIRADA, CA 90638

FOR: BODYBOARDS AND BODYBOARD BAGS, IN CLASS 28 (U.S. CLS. 22, 23, 38 AND 50).

FIRST USE 2-0-2000; IN COMMERCE 2-0-2000.

OWNER OF U.S. REG. NO. 3,508,671.

SER. NO. 78-755,548, FILED 11-16-2005.

NAKIA HENRY, EXAMINING ATTORNEY



David J. Kyffes

Director of the United States Patent and Trademark Office