

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 |
| Charles Chehebar | | 01/04/2012 | INDIVIDUAL: UNITED STATES |
| RECEIVING PARTY DATA | | | |
| Name: | Dressage, LLC | | |
| Street Address: | 350 5th Ave | | |
| Internal Address: | 4th Floor | | |
| City: | New York | | |
| State/Country: | NEW YORK | | |
| Postal Code: | 10118 | | |
| Entity Type: | LIMITED LIABILITY COMPANY: NEW YORK | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Serial Number: | 85449696 | DRESSAGE | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (800)451-5815 | | |
| Phone: | 800-451-5815 | | |
| Email: | luke@breatanlaw.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: | Luke Breatan | | |
| Address Line 1: | P.O. Box 4120 | | |
| Address Line 4: | Portland, OREGON 97208 | | |
| NAME OF SUBMITTER: | Attorney of Record, Oregon State Bar | | |
| Signature: | /LB/ | | |
| Date: | 01/04/2012 | | |
| Total Attachments: 1 source=dressagetransfer#page1.tif | | | |

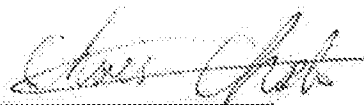
OP \$40.00 85449696

ASSIGNMENT OF INTENT TO USE APPLICATION

WHEREAS Charles Chehebar, ("Assignor") with an address of 350 5th Ave, 4th Floor, New York, NY 10118 has pending intent-to-use application(s) using the mark(s) referenced in Schedule A attached hereto, before the United States Patent and Trademark Office;

WHEREAS Dressage, LLC, ("Assignee") with an address of 350 5th Ave, 4th Floor, New York, NY 10118 as a successor to the ongoing and existing business of the Assignor, is desirous of acquiring said mark and the application thereof;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor, does hereby assign to Assignee all right, title and interest in and to the said mark, and the above identified application thereof.

By: 

Name: Charles Chehebar

Date: 1/4/12

SCHEDULE A

| <i>Mark</i> | <i>Serial Number</i> |
|-------------|----------------------|
| DRESSAGE | 85449696 |