

## 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
Name Rally, Inc.		03/01/2012	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Rich Kids Clothing Company LLC		
Street Address:	901 Occidental Ave S, Suite 404		
City:	Seattle		
State/Country:	WASHINGTON		
Postal Code:	98104		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3846610	RICH KIDD	
CORRESPONDENCE DATA			
Fax Number:	(650)493-6811		
Phone:	650-493-9300		
Email:	trademarks@wsgr.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:	Wilson Sonsini Goodrich & Rosati		
Address Line 1:	650 Page Mill Road		
Address Line 4:	Palo Alto, CALIFORNIA 94304-1050		
ATTORNEY DOCKET NUMBER:	42055-900/JW		
NAME OF SUBMITTER:	Aaron Hendelman		
Signature:	/Aaron Hendelman/		
Date:	03/07/2012		
Total Attachments: 1 source=namerallyassign#page1.tif			

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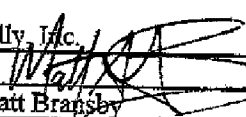
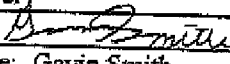
WHEREAS Name Rally, Inc., having a principal place of residence at 3520 Overland Ave., Suite A-161, Los Angeles, CA 90034 USA (hereinafter "Assignor") is the record owner of US Trademark Registration No. 3846610 for RICH KIDD ("Trademark"); and

WHEREAS Assignee, Rich Kids Clothing Company LLC, with its principal place of business located at 901 Occidental Ave S, Suite 404, Seattle, WA 98104 USA (hereinafter "Assignee") is desirous of acquiring all right, title and interest in and to the said Trademark, the goodwill symbolized thereby, the business associated therewith, which business is ongoing and existing.

NOW THEREFORE IT IS AGREED AS FOLLOWS:

For good and valuable consideration, the receipt and sufficiency whereof is hereby mutually acknowledged, Assignor hereby sells, assigns, transfers and conveys unto said Assignee, its successors and assigns, the entire right, title and interest in and to the Trademark, the goodwill symbolized thereby, the business associated therewith, which business is ongoing and existing, as well as the right to sue for past and present infringements thereof.

This agreement is effective as of March 1, 2012.

Name Rally, Inc. (Seller)	Rich Kids Clothing Company LLC (Buyer)
BY: 	BY: 
Name: Matt Bransby	Name: Gavin Smith
Title: Principal	Title: Co-owner
Date: 3/1/12	Date: 3/1/12