

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
Fathead, Inc.		03/29/2012	CORPORATION: OHIO
RECEIVING PARTY DATA			
Name:	Fathead, LLC		
Street Address:	1046 Woodward Avenue		
Internal Address:	Legal Team		
City:	Detroit		
State/Country:	MICHIGAN		
Postal Code:	48226		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3074779	FATHEAD	
Registration Number:	3149860	REAL. BIG.	
CORRESPONDENCE DATA			
Fax Number:	(248)566-8505		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	248-566-8504		
Email:	tmdocketing@honigman.com		
Correspondent Name:	Michael A. Lisi		
Address Line 1:	39400 Woodward Avenue		
Address Line 2:	Suite 101		
Address Line 4:	Bloomfield Hills, MICHIGAN 48304-5151		
ATTORNEY DOCKET NUMBER:	223356-132226		
NAME OF SUBMITTER:	Michael A. Lisi		

Signature:	/Michael A. Lisi/
Date:	03/29/2012
Total Attachments: 1 source=Trademark Assignment#page1.tif	

TRADEMARK ASSIGNMENT

Fathead, Inc., an Ohio corporation ("Assignor"), wishes to assign to Fathead, LLC, a Delaware limited liability company ("Assignee") as of March 29, 2012 (the "Effective Date") the entire right, title and interest in and to the following (collectively, the "Trademark Rights"):

- The trademarks FATHEAD and REAL. BIG. in all word and word and design formats as used by Assignor or Assignee through the Effective Date;
- U.S. Trademark Reg. No. 3149860 for the mark REAL. BIG. in International Class 16;
- U.S. Trademark Reg. No. 3074779 for the mark FATHEAD in International Class 16; and

Any and all rights and privileges provided under the trademark and other laws of the United States, the individual states thereof and foreign jurisdictions throughout the world with respect to the foregoing; the GOODWILL of the business in which the marks are used; and any and all renewals thereof, together with the right to bring suit and collect for past infringements thereof; and

In view of the payment of Ten dollars and 00/100 (\$10.00), and other legally sufficient and valuable consideration, the receipt and sufficiency of which are hereby acknowledged by Assignor, Assignor DOES HEREBY irrevocably assign and transfer to Assignee, any and all right, title and interest throughout the world in and to the Trademark Rights.

Assignor shall, without further consideration, execute any additional documents as may be reasonably requested by Assignee to prove and record this Assignment.

This Assignment and all terms hereof shall be binding upon and enure to the benefit of the parties and their respective heirs, personal and legal representatives, successors and assigns.

IN WITNESS WHEREOF, Assignor has executed this Assignment as of the Effective Date set forth above.

Assignor:

Fathead, Inc.

By: 

Its: Attorney-In-Fact

Assignee:

Fathead, LLC

By: 

Its: CEO