

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
Ben Frederiksen		03/01/2012	INDIVIDUAL: DENMARK
Gayle Trenberth		03/01/2012	INDIVIDUAL: UNITED STATES

RECEIVING PARTY DATA

Name:	Kris M. Frederiksen
Street Address:	16835 Algonquin Street, Suite 261
City:	Huntington Beach
State/Country:	CALIFORNIA
Postal Code:	92649
Entity Type:	INDIVIDUAL: UNITED STATES

PROPERTY NUMBERS Total: 6

Property Type	Number	Word Mark
Registration Number:	2335513	SPREAD'EMS
Registration Number:	2540554	THE UPSCALE PEDICURE SANDAL
Registration Number:	2739747	BEECH
Registration Number:	3514465	THE BETTER FLIP-FLOP
Registration Number:	3565716	SANDAL EVOLUTION
Registration Number:	3565721	SANDAL REVOLUTION

CORRESPONDENCE DATA

Fax Number: (562)596-0416
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Phone: 562-596-0116
 Email: m.emeterio@holmeslofstrom.com
 Correspondent Name: Lori M. Lofstrom
 Address Line 1: 3800 Kilroy Airport Way, Suite 250
 Address Line 4: Long Beach, CALIFORNIA 90806

OP \$165.00 2335513

TRADEMARK

NAME OF SUBMITTER:	Lori M. Lofstrom
Signature:	/Lori M. Lofstrom/
Date:	04/06/2012
Total Attachments: 1 source=Beech_ASGN_1#page1.tif	

ASSIGNMENT OF TRADEMARK

This Trademark Assignment Agreement (hereinafter "Assignment" or "Agreement"), is made as of 3-01-2012 (the "Effective Date"), by and between Gayle Trenberth, an individual and citizen of the United States, and Ben Frederiksen, an individual and citizen of Denmark (hereinafter "Assignors"), having a principal place of business at 16835 Algonquin Street, Suite 489, Huntington Beach, California 92649, and Kris M. Frederiksen, an individual and citizen of the United States, (hereinafter "Assignee"), having a mailing address of 16835 Algonquin Street, Suite 261, Huntington Beach, California 92649.

WHEREAS, Assignors have adopted the following trademarks, (hereinafter "Trademarks"), which are registered in the United States Patent and Trademark Office:

Trademark	Registration No.	Registration Date
SPREAD'EMS (Stylized)	2335513	March 28, 2000
THE UPSCALE PEDICURE SANDAL	2540554	February 19, 2002
BEECH and Design	2739747	July 22, 2003
THE BETTER FLIP FLOP	3514465	October 7, 2008
SANDAL EVOLUTION	3565716	January 20, 2009
SANDAL REVOLUTION	3565721	January 20, 2009

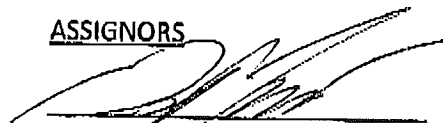
WHEREAS, Assignee desires to acquire the full and complete rights in and to the Trademarks, the registrations thereof and any and all common law right or rights owned or held by Assignors including the goodwill of the business associated with and/or symbolized by the Trademarks.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignors hereby assign and convey to Assignee all of their rights, title and interest, in and to, the federal registrations, together with the goodwill of the business associated with and symbolized by the Trademarks that Assignors have or claims to have; and its entire right, title and interest in and to any and all claims and demands it may have, at law or in equity, for any infringement of the said Trademarks.

At Assignee's request, Assignors will promptly take such other action including, without limitation, the prompt execution and delivery of documents in recordable form, as may be reasonably necessary, to secure, perfect, protect or enforce the rights and interests of Assignee in and to the said Trademark.

IN WITNESS WHEREOF, Assignors and Assignee have caused this Assignment to be executed and sealed by their duly authorized officers as of the date first written above.

ASSIGNORS


Gayle Trenberth
Ben Frederiksen

ASSIGNEE


Kris M. Frederiksen