

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
Wet Dog Media, Inc.		05/31/2012	CORPORATION: FLORIDA
RECEIVING PARTY DATA			
Name:	Competitor Group, Inc.		
Street Address:	9477 Waples Street, Suite 150		
City:	San Diego		
State/Country:	CALIFORNIA		
Postal Code:	92121		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	77524871	WOMEN'S RUNNING	
Registration Number:	3283459	HER SPORTS	
CORRESPONDENCE DATA			
Fax Number:	3129021061		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	312.577.8034		
Email:	oscar.ruiz@kattenlaw.com		
Correspondent Name:	Oscar Ruiz c/o Katten Muchin Rosenman		
Address Line 1:	525 West Monroe Street		
Address Line 4:	Chicago, ILLINOIS 60661		
ATTORNEY DOCKET NUMBER:	337968-30		
NAME OF SUBMITTER:	Oscar Ruiz		
Signature:	/Oscar Ruiz/		

CH \$65.00 77524871

Date:

06/01/2012

Total Attachments: 5

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PATENT AND TRADEMARK ASSIGNMENT AGREEMENT

THIS PATENT AND TRADEMARK ASSIGNMENT AGREEMENT (the "Assignment") is entered into as of May 31, 2012 between **WET DOG MEDIA, INC.**, a Florida corporation ("Assignor") and **COMPETITOR GROUP, INC.**, a Delaware corporation ("Assignee").

WHEREAS, Assignor is the owner of the entire right, title and interest in and to the marks set forth on Exhibit A (collectively, the "Marks"), including all common law rights and any state or federal registrations therefor, and the United States patent application set forth on Exhibit B (the "Patent Application");

WHEREAS, Assignor and Assignee have entered into an Asset Purchase Agreement, dated contemporaneously herewith ("Asset Purchase Agreement"), in which Assignor has agreed to sell and transfer to Assignee all right, title and interest in and to the Marks and the Patent Application; and

WHEREAS, Assignor therefore wishes to assign the entire rights, title and interest in and to the Marks and the Patent Application and the goodwill associated therewith to Assignee, and Assignee desires to accept the Marks and the Patent Application and the goodwill associated therewith.

NOW, THEREFORE, in consideration of good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties hereto agree as follows:

1. Assignor hereby irrevocably transfers and assigns to Assignee its entire right, title and interest in and to the Marks, together with the goodwill associated therewith, including without limitation, any and all common law and registered rights, as well as all rights of action accrued, accruing and to accrue under and by virtue hereof, including the right to sue or otherwise recover for past infringement and receive all damages, payments, costs and fees associated therewith, and all registrations and applications for the Marks.

2. Assignor hereby irrevocably transfers and assigns to Assignee its entire right, title and interest in and to (i) the Patent Application, all inventions described or claimed therein and improvements thereto, all foreign counterparts thereof and the right to claim priority, all United States and foreign patents issuing or claiming priority from any of the foregoing, and all supplemental protection certificates, reissues, renewals, continuations, continuations-in-part, and divisionals, revisions, substitutions, extensions, reexaminations or any foreign counterparts thereof, throughout the world ("Patents"); (ii) all claims, demands and rights of action, both statutory and based upon common law, that Assignor has or might have by reason of any infringement or other unauthorized exploitation of any Patents prior to, on or after the date of this Assignment, and all damages, royalties and other payments now or hereafter due and/or payable by reason of any past, present or future infringements of the Patents or unauthorized exploitation of the same, with the right to prosecute and sue for (in Assignee's own name) and collect the same for its own use and benefit, and for the use and on behalf of its successors, assigns and other legal representatives.

3. This Assignment shall inure to the benefit of, and be binding upon the parties, their successors and assigns.

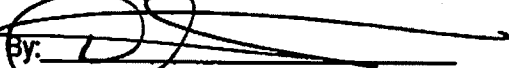
4. In the case of any conflict between the terms of this Assignment and the terms of the Asset Purchase Agreement, the terms of the Asset Purchase Agreement shall govern.

[Signature page follows]

IN WITNESS WHEREOF, the parties have executed this Assignment as of the day and year above.

ASSIGNOR:

WET DOG MEDIA, INC.

By: 

Name: Dawnna Stone

Title: President

ASSIGNEE:

COMPETITOR GROUP, INC.

By: _____

Name: _____

Title: _____

Signature Page to Patent and Trademark Assignment Agreement

TRADEMARK
REEL: 004792 FRAME: 0780

IN WITNESS WHEREOF, the parties have executed this Assignment as of the day and year above.

ASSIGNOR:

WET DOG MEDIA, INC.

By: _____
Name: _____
Title: _____

ASSIGNEE:

COMPETITOR GROUP, INC.

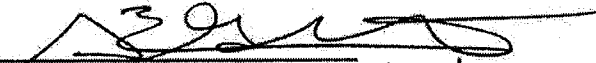
By: 
Name: Steven E. Gintow
Title: CEO

EXHIBIT A TO PATENT AND TRADEMARK ASSIGNMENT AGREEMENT

Trademarks:

USPTO Trademark Application No. 77/524,871 "Women's Running".
USPTO Trademark Registration No. 3,283,459 "Her Sports".

EXHIBIT B TO PATENT AND TRADEMARK ASSIGNMENT AGREEMENT

Patent Application:

USPTO Nonprovisional Patent Application No. 12949588 "Interchangeable
Commemorative Article"