

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT										
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT										
EFFECTIVE DATE:	03/28/2012										
CONVEYING PARTY DATA											
<table border="1"> <thead> <tr> <th>Name</th> <th>Formerly</th> <th>Execution Date</th> <th>Entity Type</th> </tr> </thead> <tbody> <tr> <td>Sean O'Leary</td> <td></td> <td>06/22/2012</td> <td>INDIVIDUAL: UNITED STATES</td> </tr> </tbody> </table>				Name	Formerly	Execution Date	Entity Type	Sean O'Leary		06/22/2012	INDIVIDUAL: UNITED STATES
Name	Formerly	Execution Date	Entity Type								
Sean O'Leary		06/22/2012	INDIVIDUAL: UNITED STATES								
RECEIVING PARTY DATA											
Name:	ONE DIRECTION, LLC										
Street Address:	100 W BROADWAY STE 100										
City:	GLENDALE										
State/Country:	CALIFORNIA										
Postal Code:	91203										
Entity Type:	LIMITED LIABILITY COMPANY: CALIFORNIA										
PROPERTY NUMBERS Total: 1											
<table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> <th>Word Mark</th> </tr> </thead> <tbody> <tr> <td>Serial Number:</td> <td>85241506</td> <td>ONE DIRECTION</td> </tr> </tbody> </table>				Property Type	Number	Word Mark	Serial Number:	85241506	ONE DIRECTION		
Property Type	Number	Word Mark									
Serial Number:	85241506	ONE DIRECTION									
CORRESPONDENCE DATA											
Fax Number:	8587201990										
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>											
Phone:	858.922.2170										
Email:	foster@tdfoster.com										
Correspondent Name:	Thomas "TD" Foster										
Address Line 1:	12626 High Bluff Drive, Suite 150										
Address Line 4:	San Diego, CALIFORNIA 92130										
ATTORNEY DOCKET NUMBER:	6520.001-01										
NAME OF SUBMITTER:	Thomas "TD" Foster										
Signature:	/Thomas "TD" Foster/										

OP \$40.00 85241506

Date:

06/29/2012

Total Attachments: 3

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

DECLARATION AND ASSIGNMENT NUNC PRO TUNC

I, Sean O'Leary DBA One Direction, being hereby warned that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the assignment, application or any registration resulting therefrom, declares:

1. That, I am the owner of the common law rights to the mark "ONE DIRECTION" which I have been using in connection with live performances by a musical band since at least October 2, 2010.
2. That, I am also the owner of pending U.S. Trademark Application Serial No. 85241506 for the mark "ONE DIRECTION" for Entertainment, namely, live performances by a musical band in International Class 041.
2. That, based on personal recollection, on or about March 28, 2012, ONE DIRECTION, LLC, a California limited liability company, was formed for the purpose of acquiring all my rights to the ONE DIRECTION mark.
3. Based on personal recollection, on or about March 28, 2012, it was my intent to assign all rights and interest in the pending U.S. Trademark Application Serial No. 85241506 for the mark ONE DIRECTION and the common law trademarks rights to the term ONE DIRECTION to ONE DIRECTION, LLC, a California limited liability company, the successor to the portion of my entertainment business to which the ONE DIRECTION mark pertains.

4. I have been informed by counsel that this intention to transfer the ONE DIRECTION trademark, and pending U.S. Trademark Application Serial No. 85241506 and the pertinent goodwill of ONE DIRECTION, LLC was never successfully documented through an oversight of the officers and directors of ONE DIRECTION, LLC, the purported assignee.

NOW, THEREFORE, based on personal knowledge, good and valuable consideration, receipt of which was acknowledged, I intended to and did assign, and do hereby assign, to ONE DIRECTION, LLC all rights, title and interest in and to the "ONE DIRECTION" mark together with the goodwill of the business symbolized by the mark and the pending U.S. Trademark Application thereof, particularly Serial No. 85241506 nunc pro tunc March 28, 2012.

Sean O'Leary DBA One Direction

By: _____
Sean O'Leary

Title: Owner

Date: _____

4. I have been informed by counsel that this intention to transfer the ONE DIRECTION trademark, and pending U.S. Trademark Application Serial No. 85241506 and the pertinent goodwill of ONE DIRECTION, LLC was never successfully documented through an oversight of the officers and directors of ONE DIRECTION, LLC, the purported assignee.

NOW, THEREFORE, based on personal knowledge, good and valuable consideration, receipt of which was acknowledged, I intended to and did assign, and do hereby assign, to ONE DIRECTION, LLC all rights, title and interest in and to the "ONE DIRECTION" mark together with the goodwill of the business symbolized by the mark and the pending U.S. Trademark Application thereof, particularly Serial No. 85241506 nunc pro tunc March 28, 2012.

Sean O'Leary DBA One Direction

By: 

Sean O'Leary

Title: Owner

Date: 6/22/12