

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
Surf Cowboy, Inc.		06/29/2012	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	BluerThanIndigo.com, Inc.		
Street Address:	6210 S 11th Street		
City:	Ridgefield		
State/Country:	WASHINGTON		
Postal Code:	98642		
Entity Type:	CORPORATION: WASHINGTON		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85452099	BLUER THAN INDIGO	
CORRESPONDENCE DATA			
Fax Number:	5037782200		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	(503) 778-2137		
Email:	trademarks@lanepowell.com		
Correspondent Name:	Lisa M. Davis		
Address Line 1:	601 SW 2nd Avenue, Suite 2100		
Address Line 4:	Portland, OREGON 97204		
ATTORNEY DOCKET NUMBER:	708727.21		
NAME OF SUBMITTER:	Lisa M. Davis		
Signature:	/lisa m davis/		
Date:	07/12/2012		
Total Attachments: 1 source=Signed TM Assignment for BLUER THAN INDIGO#page1.tif			

OP \$40.00 85452099

TRADEMARK ASSIGNMENT

SURF COWBOY, INC., a California corporation ("Assignor"), having an address of 6210 S 11th Street, Ridgefield, Washington, 98642, is the owner of the trademark listed below (the "Mark"), including but not limited to the following trademark application filed on the Principal Register in the United States Patent and Trademark Office:

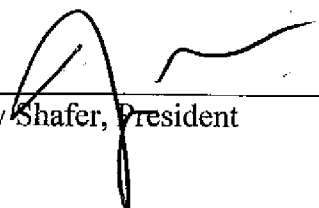
<u>Mark</u>	<u>Serial No.</u>	<u>Filing Date</u>
BLUER THAN INDIGO	85/452,099	October 20, 2011

BLUERTHANINDIGO.COM, INC., a Washington corporation ("Assignee"), having an address of 6210 S 11th Street, Ridgefield, Washington, 98642, desires to acquire the Mark.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns to Assignee, for its own use and benefit, and for the use and benefit of its successors, assigns, and other legal representatives, all of Assignor's right, title, and interest in and to the Mark, together with (i) the business associated with the Mark, which business is ongoing and existing; (ii) the goodwill associated with and symbolized by the Mark, and any and all applications and registrations thereof; and (iii) Assignor's entire right, title, and interest in and to all suits, causes of action, and claims recoverable by law or in equity arising from past, present, or future infringement or use of the Mark, and in and to profits arising from past infringement or use.

DATED: June 29, 2012

ASSIGNOR:
SURF COWBOY, INC.



Jeffrey Shafer, President