

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
BA Holding Group, Inc.		07/02/2012	CORPORATION:

RECEIVING PARTY DATA

Name:	Brian Atwood IP Company LLC
Street Address:	1007 Orange Street
Internal Address:	Suite 225
City:	Wilmington
State/Country:	DELAWARE
Postal Code:	19801
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 4

Property Type	Number	Word Mark
Registration Number:	4064848	B BRIAN ATWOOD
Registration Number:	4078281	B BRIAN ATWOOD
Registration Number:	3347528	BRIAN ATWOOD
Registration Number:	2748583	BRIAN ATWOOD

CORRESPONDENCE DATA

Fax Number: 9146401676
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Phone: (914) 640-1677
 Email: KScheider@jny.com
 Correspondent Name: Karl Scheider
 Address Line 1: 1129 Westchester Avenue
 Address Line 2: 4th Floor - Legal
 Address Line 4: White Plains, NEW YORK 10604

ATTORNEY DOCKET NUMBER:	BRIAN ATWOOD	TRADEMARK
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NAME OF SUBMITTER:	Karl Scheider
Signature:	/Karl Scheider/
Date:	07/26/2012
Total Attachments: 2 source=BrianAtwoodUSAssignment#page1.tif source=BrianAtwoodUSAssignment#page2.tif	

Exhibit E-1

ASSIGNMENT OF TRADEMARKS (U.S.)

WHEREAS, BA HOLDING GROUP, INC., a Delaware corporation having offices at 2020 Union Street, San Francisco, California 94123 ("Assignor"), is the owner of all right, title and interest in and to (1) the United States trademarks and United States trademark registrations therefor listed on Schedule A attached hereto and made a part hereof (each trademark and the registration therefor being hereinafter referred to collectively as the "U.S. Trademarks") and (2) all of the goodwill of the businesses associated with the U.S. Trademarks.

WHEREAS, BRIAN ATWOOD IP COMPANY LLC, a Delaware limited liability company having offices at 1007 Orange Street, Suite 225, Wilmington, Delaware 19801 ("Assignee"), is interested in acquiring the U.S. Trademarks and all of the goodwill of the businesses associated therewith.

NOW, THEREFORE, in exchange for the sum of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, transfers and assigns to Assignee all of Assignor's right, title and interest in and to (a) all of the U.S. Trademarks, (b) all of the goodwill of the businesses symbolized by the U.S. Trademarks and (c) all rights to damages or profits arising out of past, present and future infringements of the U.S. Trademarks or any injury to the aforesaid good will, and the right to sue for the same.

IN WITNESS WHEREOF, the undersigned, pursuant to authority duly received, has duly executed this Assignment on the 2 day of July, 2012.

BA HOLDING GROUP, INC.

By: 

Name: BRIAN ATWOOD

Title: PRESIDENT

Schedule A – Trademarks U.S.

Mark	Registration No.	Registration Date	Class
B BRIAN ATWOOD & DESIGN	4,064,848	11/29/2011	25
B BRIAN ATWOOD & DESIGN	4,078,281	12/27/2011	14
BRIAN ATWOOD	3,347,528	12/4/2007	18
BRIAN ATWOOD	2,748,583	8/5/2003	25