

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	03/28/2012		
CONVEYING PARTY DATA			
	Name	Formerly	Execution Date
	Michelle Lam		07/30/2012
			INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	TRUE & CO.		
Street Address:	855 Folsom Street		
Internal Address:	Suite 916		
City:	San Francisco		
State/Country:	CALIFORNIA		
Postal Code:	94107		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
	Property Type	Number	Word Mark
	Serial Number:	85530144	TRUE TRUE & CO
CORRESPONDENCE DATA			
Fax Number:			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	212-775-8700		
Email:	nytrademarks@kilpatricktownsend.com		
Correspondent Name:	Jason M. Vogel, Kilpatrick Townsend		
Address Line 1:	1114 Avenue of the Americas		
Address Line 2:	21st Floor		
Address Line 4:	New York, NEW YORK 10036		
ATTORNEY DOCKET NUMBER:	847340		
NAME OF SUBMITTER:	Jason M. Vogel		

OP \$40.00 85530144

Signature:	/Jason M. Vogel/
Date:	07/30/2012
Total Attachments: 1 source=assignment#page1.tif	

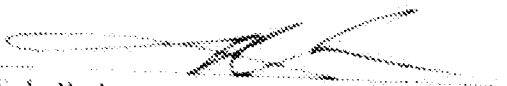
CONFIRMATORY TRADEMARK ASSIGNMENT

WHEREAS, Michelle Lam, an individual United States citizen, with an address at 855 Folsom Street, Suite 916, San Francisco, California 94107 ("**Assignor**"), was, prior to March 28, 2012 (the "**Effective Date**"), the owner of the following trademark (the "**Trademark**");

TRADEMARK	U.S. SERIAL NO.
TRUE TRUE & CO (Design)	85530144

and WHEREAS, TRUE & CO., a corporation organized and existing under the laws of Delaware located at 855 Folsom Street, Suite 916, San Francisco, California 94107 ("**Assignee**"), acquired the Trademark as successor to the ongoing and existing business of the Assignor to which the Trademark pertains, as of the Effective Date.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby confirms the assignment to Assignee on the Effective Date of all right, title and interest in and to the Trademark, together with the goodwill of the business symbolized by the Trademark and the identified application therefor, and with all claims arising out of or relating to the use or ownership of the Trademark.


Michelle Lam

Date of Signature: 7/30/12