

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
Blue Athletic Inc.		08/16/2012	CORPORATION: NEW HAMPSHIRE
RECEIVING PARTY DATA			
Name:	NIHC, Inc.		
Street Address:	701 Southwest Broadway		
Internal Address:	Fourth Floor		
City:	Portland		
State/Country:	OREGON		
Postal Code:	97205		
Entity Type:	CORPORATION: COLORADO		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77769311	DENIMRACK	
CORRESPONDENCE DATA			
Fax Number:	2066826031		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	206-622-4900		
Email:	JenniferLai@SeedIP.com		
Correspondent Name:	William O. Ferron, Jr.		
Address Line 1:	701 Fifth Avenue		
Address Line 2:	Suite 5400		
Address Line 4:	Seattle, WASHINGTON 98104		
ATTORNEY DOCKET NUMBER:	690097.20231		
NAME OF SUBMITTER:	William O. Ferron, Jr.		

CH \$40.00 77769311

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TRADEMARK
REEL: 004844 FRAME: 0835

Signature:	/William O. Ferron, Jr./
Date:	08/16/2012
Total Attachments: 1 source=Signed Assignment 8_16_12#page1.tif	

EXHIBIT A

TRADEMARK ASSIGNMENT

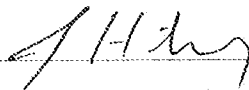
WHEREAS, Blue Athletic Inc. (hereinafter "Assignor"), a New Hampshire corporation, has adopted and used the mark DENIMRACK in commerce in the U.S. and is the owner of U.S. Trademark Application No. 77/769311, filed June 26, 2009, for the DENIMRACK mark (hereinafter "the Mark");

WHEREAS, NIHC, Inc., a Colorado corporation, having an address at 701 Southwest Broadway, Fourth Floor, Portland, Oregon 97205 (hereinafter "NIHC"), is desirous of acquiring all right, title and interest of Assignor in and to the Mark, together with the goodwill of the business associated with the Mark;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns and transfers to NIHC, its entire right, title and interest in and to the Mark, together with all goodwill of the business associated with the Mark, and all claims for damages by reason of past infringement of the Mark and the right to sue for and collect the same.

Blue Athletic Inc. (Assignor)

16 Aug 2012
Date

By: 
Name: Joseph P Hickey
Title owner