

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
7525419 Canada Inc.		10/09/2012	CORPORATION: CANADA
RECEIVING PARTY DATA			
Name:	Beyond the Rack Enterprises Inc.		
Street Address:	4600 Hickmore		
City:	Montreal		
State/Country:	QUEBEC		
Postal Code:	H4T1K2		
Entity Type:	CORPORATION: CANADA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	76702565	BEYOND THE RACK	
CORRESPONDENCE DATA			
Fax Number:	2028427899		
<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) 550-6119		
Email:	trademarks@cooley.com		
Correspondent Name:	JP Oleksiuk, Cooley LLP		
Address Line 1:	777 6th Street, NW, Suite 1100		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20001		
DOMESTIC REPRESENTATIVE			
Name:	Cooley LLP		
Address Line 1:	777 6th Street, NW, Suite 1100		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20001		
NAME OF SUBMITTER:	Sheri Corallo		

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Signature:	/Sheri Corallo/
Date:	10/12/2012
Total Attachments: 2 source=ASSIGNMENT#page1.tif source=ASSIGNMENT#page2.tif	

ASSIGNMENT OF TRADE-MARK RIGHTS

The undersigned, 7525419 Canada Inc., a Canadian corporation, the full post office address of whose principal office or place of business is 4600 Hickmore, Montreal, Quebec, H4T 1K2, Canada, in consideration of the sum of one dollar (\$1.00) and other valuable consideration, the receipt and sufficiency of which is hereby acknowledged, does hereby sell, assign and transfer to Beyond the Rack Enterprises Inc., a Canadian corporation, the full post office address of whose principal office or place of business is 4600 Hickmore, Montreal, Quebec, H4T 1K2, Canada, all its right, title and interest in and to the trade-mark(s) listed in attached **Schedule "A"** together with the goodwill of the business symbolized by the said trade-mark(s), the application(s) and any registration(s) to issue therefrom and the right to sue for and collect damages for past infringement and/or passing off of the said trade-mark(s).

SIGNED at Montreal, Quebec, Canada this 9th day of October, 2012.

7525419 Canada Inc.

By: 

Name: Michael Krebs

Title: Secretary and Treasurer

Schedule "A"

Trade-mark	Country	Application No.
Beyond the Rack	Canada	1546128
BEYOND THE RACK	Canada	1459982
BEYOND THE RACK	United States	76/702,565