

## 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
Philip G. Borchmann		10/12/2012	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Longneck LLC		
Street Address:	2025 RIVER REACH DRIVE UNIT 363		
City:	NAPLES		
State/Country:	FLORIDA		
Postal Code:	34104		
Entity Type:	LIMITED LIABILITY COMPANY: FLORIDA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	85608012	WE WILL STAND OUR GROUND	
Serial Number:	85608003	I WILL STAND MY GROUND	
CORRESPONDENCE DATA			
Fax Number:	2392542942		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	(239) 254-2905		
Email:	trademarks@hahnlaw.com		
Correspondent Name:	Jeanne L. Seewald		
Address Line 1:	800 Laurel Oak Drive, Suite 600		
Address Line 4:	Naples, FLORIDA 34108		
ATTORNEY DOCKET NUMBER:	209355.00001		
NAME OF SUBMITTER:	Jeanne L. Seewald		
Signature:	/jls/		

Date:

10/17/2012

Total Attachments: 2

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## ASSIGNMENT OF TRADEMARK

This ASSIGNMENT OF TRADEMARK ("Assignment") is effective as of the 12<sup>th</sup> day of October, 2012 (the "Effective Date") by and between Philip G. Borchmann, an individual ("Assignor"), and Longneck LLC, a Florida limited liability company ("Assignee") (hereinafter referred to together as the "Parties" or, individually, as a "Party").

1.0 Assignor is the lawful owner of the following trademark (hereinafter referred to as the "Trademark"):

I WILL STAND MY GROUND  
Federal Trademark Serial No. 85/608,003

2.0 The Assignor does hereby irrevocably sell, grant, convey, transfer, and assign to the Assignee, its successors and assigns, all of the Assignor's rights, title and interest in the United States and the world including, without limitation, all federal, state, foreign, statutory and common law rights and all intellectual property rights, in and to the Trademark, the related trademark registration and application, all extensions and renewals of such trademark registration and application, and all goodwill associated with the Trademark. The Assignor further assigns to the Assignee all rights to renewals and extensions for any such trademark registration and application.

3.0 The Assignor and the Assignee represent that they have full corporate authority and the necessary corporate approval to enter into and to perform this Assignment in accordance with its terms, and they agree that the terms and provisions of this Assignment shall apply to all their affiliates, parents, subsidiaries, divisions, successors, and assigns.

The parties have hereto executed this Assignment to be effective on the Effective Date by signing below.

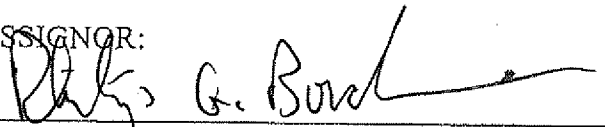
LONGNECK LLC

By: 

Name: Philip G. Borchmann

Title: Manager

ASSIGNOR:

  
Philip G. Borchmann

ASSIGNMENT OF TRADEMARK

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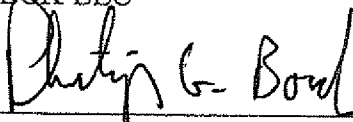
WE WILL STAND OUR GROUND  
Federal Trademark Serial No. 85/608,012

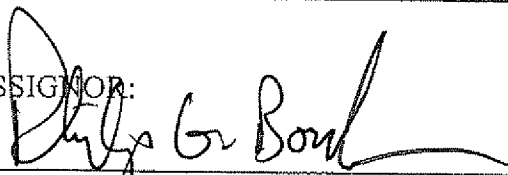
2.0 The Assignor does hereby irrevocably sell, grant, convey, transfer, and assign to the Assignee, its successors and assigns, all of the Assignor's rights, title and interest in the United States and the world including, without limitation, all federal, state, foreign, statutory and common law rights and all intellectual property rights, in and to the Trademark, the related trademark registration and application, all extensions and renewals of such trademark registration and application, and all goodwill associated with the Trademark. The Assignor further assigns to the Assignee all rights to renewals and extensions for any such trademark registration and application.

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LONGNECK LLC

By:   
Name: Philip G. Borchmann  
Title: Manager

ASSIGNOR:   
Philip G. Borchmann