

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Surf Line Hawaii, Ltd.		09/27/2012	CORPORATION: HAWAII
RECEIVING PARTY DATA			
Name:	JAMS Holdings, LLC		
Street Address:	1039 E. 15th Street		
City:	Plano		
State/Country:	TEXAS		
Postal Code:	75074		
Entity Type:	LIMITED LIABILITY COMPANY: TEXAS		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	0920266	JAMS	
Registration Number:	1497797	JAMS	
Registration Number:	1537352	JAMS	
Registration Number:	1513670	SURF LINE	
Registration Number:	3176242	SURF LINE HAWAII	
CORRESPONDENCE DATA			
Fax Number:	2142064330		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	2142064300		
Email:	trina@richardlawgroup.com		
Correspondent Name:	Molly Buck Richard		
Address Line 1:	8411 Preston Road, Suite 890		
Address Line 4:	Dallas, TEXAS 75225		
ATTORNEY DOCKET NUMBER:	BEDR-0008		

OP \$140.00 0920266

NAME OF SUBMITTER:	Molly Buck Richard
Signature:	/Molly Buck Richard/
Date:	10/22/2012
Total Attachments: 6 source=Surf-JAMS TM Assignment#page1.tif source=Surf-JAMS TM Assignment#page2.tif source=Surf-JAMS TM Assignment#page3.tif source=Surf-JAMS TM Assignment#page4.tif source=Surf-JAMS TM Assignment#page5.tif source=Surf-JAMS TM Assignment#page6.tif	

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this "Assignment") is made and entered into as of September 27, 2012 ("Effective Date") by and between **Surf Line Hawaii, Ltd.** a Hawaii corporation ("Assignor") and **JAMS Holdings, LLC**, a Texas limited liability company ("Assignee").

WHEREAS, Assignor is the sole and exclusive owner of the entire right, title and interest in and to the trademarks, including all common law rights and all good will associated with them and the United States and foreign trademark registrations and applications therefor, set forth on Schedule A (the "Marks");

WHEREAS, Assignor, Assignee and certain other parties entered into that certain Intellectual Property Asset Purchase and Contribution Agreement (the "Purchase Agreement") dated as of September 27, 2012; and

WHEREAS, in connection with the Purchase Agreement, Assignor wishes to assign to Assignee, and Assignee wishes to acquire from Assignor, all right, title and interest in and to the Marks, together with the goodwill associated with the Marks and that portion of the business related thereto.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns, transfers, conveys, and delivers to Assignee, free and clear of any and all liens and encumbrances, the entire right, title and interest in, to and under the Marks, together with the goodwill of the business associated therewith, including, without limitation, all common law rights associated therewith, any registrations that issue from applications for the Marks, and all corresponding rights that are or may be secured under the laws on the United States and any other country, now or hereafter arising or in effect, for Assignee's own use and enjoyment, and for the use and enjoyment of Assignee's successors, assigns and other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment had not been made, together with all rights to sue for past, present or future infringement, misappropriation, unfair competition, dilution or other violation of the foregoing, and all rights to recover damages or lost profits in connection therewith, and all rights corresponding thereto.

Assignor requests the United States Commissioner of Patent and Trademarks and the respective official of any other country in which Assignor owns rights in the Marks, to record Assignee as the assignee and owner of the Marks.

Nothing contained in this Assignment will be deemed to supersede, limit, amend, supplement or modify any of the rights or obligations of the Assignor, the Assignee or the other parties under the Purchase Agreement.

This Assignment shall be governed by and construed in accordance with the laws of the State of Hawaii without giving effect to any choice or conflict of law provision or rule that would cause the application of the laws of any jurisdiction other than the state of Hawaii.

This Assignment may be executed in one or more counterparts (including by facsimile or portable document format (pdf)) for the convenience of the parties hereto, each of which will be deemed an original, but all of which together will constitute one and the same instrument. No signature page to this Assignment evidencing a party's execution hereof will be deemed to be delivered by such party to any other party hereto until such delivering party has received executed signature pages from all parties signatory to this Assignment.

IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment to be executed by their duly authorized representatives as of the Effective Date.

SURF LINE HAWAII, LTD.

By: _____

Name: _____ David (Pua) Y. Rochlen Jr

Title: _____ President

JAMS HOLDINGS, LLC

By: _____

Name: _____

Title: _____

**SCHEDULE A TO
TRADEMARK ASSIGNMENT**

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**TRADEMARK
REEL: 004885 FRAME: 0884**

SURF LINE HAWAII TRADEMARKS

7/18/12

Country	Trademark	Status	Class	App. Number	Filing Date	Reg. Number	Reg. Date	Goods	Actionable	Due Date
Benelux	JAMS	Registered	25	725481	2/20/1989	459901	2/20/1989	Clothing	Renewal	2/20/2019
Belmuda	JAMS	Registered	25	6056	6/18/1986	11174	6/18/1986	Men's and women's sportswear, swimming trunks, shirts, pants, walking shorts, vests, hats, blouses, dresses, t-shirts	Renewal	6/18/2021
Canada	JAMS	Registered		566686	7/25/1986	381001	3/6/1991	Swimming trunks and men's swimming trunks	Renewal	3/8/2021
Canada	SURF LINE	Registered		566910	7/29/1986	354868	4/21/1989	Men's wear, bathrobes, kites, bathing suits, matching or contrasting beach jackets, sweaters, turtlenecks, knits and woven shirts, polo jam and pyjamas; knitted polo shirts, coordinated tops and bottoms, sweat-pants and sweat-shirts, fleece tops and women's wear; knitted polo shirts, coordinated tops and bottoms, sweat-pants and sweat-shirts, fleece tops and fleece shorts	Renewal	4/21/2019
Canada	SURF LINE HAWAII	Registered		568845	9/10/1986	345619	4/14/1989	Men's shirts and swimsuits	Renewal	4/14/2019
European Community	SURF LINE HAWAII	Renewal pending	25	2691582	5/9/2002	2691582	3/22/2004	Clothing; footwear; headgear; men's and women's sportswear; shirts; t-shirts; dresses; blouses		
France	JAMS	Registered	18; 24; 25	1541595	7/17/1989	1541595	7/17/1989	Not available	Renewal	7/17/2019
France	JAMS (STYLIZED)	Registered	25	1283450	8/18/1994	1283450	9/6/1984	Clothing, articles of clothing and relevant fittings	Renewal	9/6/2014

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TRADEMARK

REEL: 004885 FRAME: 0885

Country	Trademark	Status	Class	App. Number	Filing Date	Reg. Number	Reg. Date	Goods	Action/air	Exp. Date
France	SURF LINE AND DESIGN	Registered	25	1283451	9/6/1984	1283451	9/16/1984	Clothing, articles of clothing and relevant fittings	Renewal	9/16/2014
France	SURF LINE HAWAII	Registered	25	837232	2/15/1987	1392660	2/3/1997	Men's and women's sportswear, namely, shirts, t-shirts, walking shorts, hats, belts, socks, pants, dresses, blouses	Renewal	2/3/2017
Hawaii	SURF LINE HAWAII	Registered	25		6/28/2001	251565	6/28/2001	Swimwear, shorts, shirts, pants, caps, hats, sports jackets	Renewal	6/27/2017
Italy	JAMS	Registered	25	21906	9/11/1984	698845	6/16/1986	Clothing articles of every kind, including ones for the sea, gymnastic, sport and free time; shoes, underwear and clothing accessories such as gloves, belts, ties, hats, scarves and foulards	Renewal	9/11/2014
Italy	SURF LINE	Registered	25	21907	9/11/1984	433619	9/10/2004	Clothing, footwear, headgear	Renewal	9/11/2014
Italy	SURF LINE HAWAII	Registered	25	F197C/145	2/14/1997	797505	12/20/1995	Clothing, footwear, headgear	Renewal	12/14/2017
Mexico	JAMS	Registered	25	306828	9/4/1997	562618	10/31/1997	Not available	Renewal	9/4/2017
Mexico	SURF LINE	Pending	25	720920	6/2/2005			All kinds of clothing, apparel, headwear or footwear	Renewal	6/2/2015
Sweden	JAMS	Registered	25	87-06261	8/19/1987	218980	10/5/1990	Not available	Renewal	10/5/2020
Switzerland	JAMS	Registered	25	800	2/3/1987	352675	2/3/1987	Men's and women sportswear, namely t-shirts, walking shorts, hats, belts, socks, pants, dresses, blouses	Renewal	3/3/2017
United Kingdom	JAMS	Registered	25	1250334	9/16/1985	1250334	9/16/1985	Not available	Renewal	9/16/2016
United States of America	JAMS	Registered	25	72369969	9/4/1970	920266	9/14/1971	Men's swimming trunks	Renewal	9/14/2021
United States of America	JAMS	Registered	25	73544313	6/21/1985	1497797	7/26/1988	Men's, women's and	Renewal	6/26/2018

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Country	Trademark	Status	Class	App. Number	Filing Date	Reg. Number	Reg. Date	Goods	Available Date	Exp. Date
States of America								children's pants, shirts, walking shorts, swimming trunks, underwear, hats, belts and scarves		
United States of America	JAMS	Registered	25	73699239	12/7/1987	1537362	5/2/1989	Wearing apparel, namely, shirts, shorts, t-shirts, sweatshirts, sweatpants, jerseys, tank tops, caps	Renewal	5/2/2019
United States of America	SURF LINE	Registered	25	73714539	3/3/1988	1513670	11/22/1988	Men's and boys' swimming trunks and shorts, slacks, jackets, sportcoats, shirts, t-shirts and sweatsuits and sweatshirts and sweatpants for men, women and children	Renewal	11/22/2018
United States of America	SURF LINE HAWAII AND DESIGN	Registered	25	78627005	5/10/2005	3176242	11/28/2006	Men's, women's, and children's casual wear, namely pants, shirts, shorts, skirts, woven tops, knit tops, swimwear, jackets, blazers, vests, sweatshirts, t-shirts, dresses, blouses, hats, and slacks	Renewal	11/28/2016

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