

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
August Hat Company, Inc.		10/31/2012	CORPORATION: CALIFORNIA

**RECEIVING PARTY DATA**

Name:	HEX HOLDINGS, LLC
Street Address:	3051 Sturgis Road
City:	Oxnard
State/Country:	CALIFORNIA
Postal Code:	93030
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

**PROPERTY NUMBERS Total: 7**

Property Type	Number	Word Mark
Serial Number:	85620113	GREENE + GRAY
Serial Number:	85672126	GREENE GREENE + GRAY
Registration Number:	4210669	HEX
Registration Number:	4153276	HEX
Serial Number:	85257574	PADPORT
Serial Number:	85257570	TRIAD POCKET SYSTEM
Registration Number:	4206667	WHAT THE HEX?

**CORRESPONDENCE DATA**

Fax Number: 6265778800

*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.*

Email: pto@cph.com

Correspondent Name: Christie, Parker & Hale, LLP

Address Line 1: P.O. Box 29001

Address Line 4: Glendale, CALIFORNIA 91209-9001

OP \$190.00 85620113

ATTORNEY DOCKET NUMBER:	40.6*1/A710
NAME OF SUBMITTER:	Michael J. MacDermott
Signature:	/Michael J. MacDermott/
Date:	11/06/2012
Total Attachments: 4 source=Assignemnt#page1.tif source=Assignemnt#page2.tif source=Assignemnt#page3.tif source=Assignemnt#page4.tif	

TRADEMARK

**TRADEMARK ASSIGNMENT**

**WHEREAS, AUGUST HAT COMPANY, INC.**, a California corporation, whose address is 3051 Sturgis Road, Oxnard, California 93030, United States of America ("ASSIGNOR" herein), is the owner of the marks and registrations and applications for registration in various jurisdictions around the world as set forth in Schedule A attached hereto;

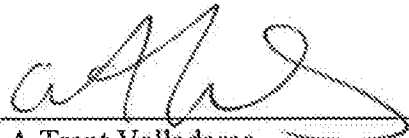
**WHEREAS, HEX HOLDINGS, LLC**, a Delaware limited liability company, whose address is 3051 Sturgis Road, Oxnard, California 93030, United States of America ("ASSIGNEE" herein), desires to acquire said marks and the registrations and applications for registration thereof.

**NOW, THEREFORE**, for the sum of One Dollar (\$1.00) (\$US) and other good and valuable consideration, receipt of which is hereby acknowledged, said ASSIGNOR, does hereby assign unto said ASSIGNEE all right, title and interest in and to the marks of Schedule A hereto, throughout the world, together with the goodwill of the business symbolized by the marks and the registrations and applications for registration thereof, as well as all claims and causes of action for infringement. As to some of said applications ASSIGNOR has not yet filed an allegation of use under Sections 1(c) or (d) of the Trademark Act of the United States, and ASSIGNOR hereby assigns such marks as part of the entire business or portion thereof to which the marks pertain as required by Title 15 U.S.C. § 1060.

The Commissioner for Trademarks is requested to issue the Certificates of Registration to ASSIGNEE.

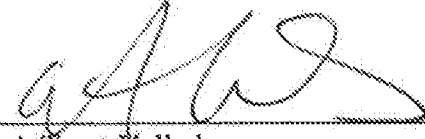

AUGUST HAT COMPANY, INC.

Date: 10/31, 2012

By   
A Trent Valladares  
Vice President of Operations

HEX HOLDINGS, LLC

Date: 10/31, 2012

By   
A Trent Valladares  
~~Vice President of Operations~~ Manager 

10/31/2012

*See attached Acknowledgment*

**TRADEMARK ASSIGNMENT**  
**Docket No. 40.6\*1/A710**

**SCHEDULE A**

<u>MARK</u>	<u>COUNTRY</u>	<u>APP. NO.</u>	<u>REG. NO.</u>
HEX	Canada	1577496	
HEX	Hong Kong	302339190	
HEX	International (Madrid Protocol) Designating: Australia, China, Egypt, European Community, Japan, Democratic People's Republic of Korea, Republic of Korea, Russian Federation, Singapore, Switzerland, Ukraine		1083503
HEX	International (Madrid Protocol) Designating: Australia, China, Egypt, European Community, Japan, Democratic People's Republic of Korea, Republic of Korea, Russian Federation, Singapore, Switzerland, Ukraine		1117468
GREENE + GRAY	International (Madrid Protocol) Designating: Australia, China, Egypt, European Community, Japan, Republic of Korea, Philippines, Russian Federation, Singapore, Switzerland, Ukraine	PENDING	PENDING
HEX	Republic of Korea	40-2012-1234	
HEX	Mexico	1208562	
HEX	Mexico	1208566	
HEX	Philippines	4-2012-001300	
HEX	Philippines	4-2012-001299	
HEX	Taiwan	101042879	
HEX	Thailand	858876	
HEX	Thailand	859436	
HEX	Thailand	858877	
GREENE + GRAY	United States	85/620,113	
GREENE GREENE + GRAY (Stylized)	United States	85/672,126	
HEX	United States		4,210,669
HEX	United States		4,153,276
HEX APPEAL	United States	85/317,522	
PADPORT	United States	85/257,574	
TRIAD POCKET SYSTEM	United States	85/257,570	
WHAT THE HEX?	United States		4,206,667

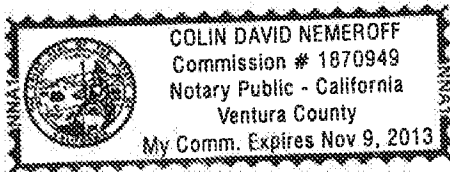
**CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT**

State of California

County of Ventura

On 10/31/2012 before me, Colin David Nemeroff, Notary Public  
Date Here Insert Name and Title of the Officer  
 personally appeared A. Treat Valladares  
Name(s) of Signer(s)

who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.



I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature: [Signature]  
Signature of Notary Public

Place Notary Seal and/or Stamp Above

**OPTIONAL**

*Though the information below is not required by law, it may prove valuable to persons relying on the document and could prevent fraudulent removal and reattachment of this form to another document.*

**Description of Attached Document**

Title or Type of Document: Trademark Assignment & schedule A

Document Date: 10/31/2012 Number of Pages: 2

Signer(s) Other Than Named Above: \_\_\_\_\_

**Capacity(ies) Claimed by Signer(s)**

Signer's Name: \_\_\_\_\_ Signer's Name: \_\_\_\_\_

- |   |  |  |  |
|---|--|--|--|
| <input type="checkbox"/> Corporate Officer — Title(s): _____<br><input type="checkbox"/> Individual<br><input type="checkbox"/> Partner — <input type="checkbox"/> Limited <input type="checkbox"/> General<br><input type="checkbox"/> Attorney in Fact<br><input type="checkbox"/> Trustee<br><input type="checkbox"/> Guardian or Conservator<br><input checked="" type="checkbox"/> Other: <u>Manager of</u><br><u>Max Holdings, LLC</u><br>Signer Is Representing: _____ | RIGHT THUMBPRINT<br>OF SIGNER<br>Top of thumb here<br> | <input type="checkbox"/> Corporate Officer — Title(s): _____<br><input type="checkbox"/> Individual<br><input type="checkbox"/> Partner — <input type="checkbox"/> Limited <input type="checkbox"/> General<br><input type="checkbox"/> Attorney in Fact<br><input type="checkbox"/> Trustee<br><input type="checkbox"/> Guardian or Conservator<br><input type="checkbox"/> Other: _____<br>Signer Is Representing: _____ | RIGHT THUMBPRINT<br>OF SIGNER<br>Top of thumb here<br> |
|---|--|--|--|

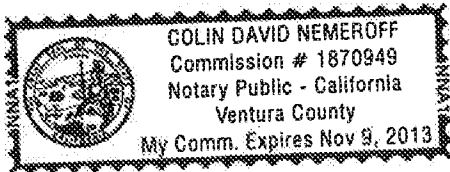
**CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT**

State of California

County of Ventura

On 10/31/2012 before me, Colin David Nemeroff, Notary Public  
Here Insert Name and Title of the Officer  
 personally appeared A. Trent Valladares  
Name(s) of Signer(s)

who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.



I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature: [Signature]  
Signature of Notary Public

Place Notary Seal and/or Stamp Above

**OPTIONAL**

*Though the information below is not required by law, it may prove valuable to persons relying on the document and could prevent fraudulent removal and reattachment of this form to another document.*

**Description of Attached Document**

Title or Type of Document: Trademark Assignment & Schedule A

Document Date: 10/31/2012 Number of Pages: 2

Signer(s) Other Than Named Above: \_\_\_\_\_

**Capacity(ies) Claimed by Signer(s)**

Signer's Name: \_\_\_\_\_ Signer's Name: \_\_\_\_\_

Corporate Officer — Title(s): \_\_\_\_\_

Corporate Officer — Title(s): \_\_\_\_\_

Individual

Individual

Partner —  Limited  General

Partner —  Limited  General

Attorney in Fact

Attorney in Fact

Trustee

Trustee

Guardian or Conservator

Guardian or Conservator

Other: VP of August Hat Co. Inc.

Other: \_\_\_\_\_

Signer Is Representing: \_\_\_\_\_

Signer Is Representing: \_\_\_\_\_

