

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
John Rich		11/19/2012	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Rich Marks, LLC		
Street Address:	900 Division Street		
City:	Nashville		
State/Country:	TENNESSEE		
Postal Code:	37203		
Entity Type:	LIMITED LIABILITY COMPANY: TENNESSEE		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Serial Number:	85652281	REDNECK RIVIERA	
Serial Number:	85652285	REDNECK RIVIERA	
Registration Number:	4168228	REDNECK RIVIERA	
Registration Number:	3962132	REDNECK RIVIERA	
CORRESPONDENCE DATA			
Fax Number:	6785532212		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	678-553-2100		
Email:	atltrademark@gtlaw.com		
Correspondent Name:	Kristen L. Fancher & Joel R. Feldman		
Address Line 1:	3333 Piedmont Rd., NE, Suite 2500		
Address Line 2:	Greenberg Traurig, LLP		
Address Line 4:	Atlanta, GEORGIA 30305		
ATTORNEY DOCKET NUMBER:	105071.010000		

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TRADEMARK
 REEL: 004903 FRAME: 0977

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NAME OF SUBMITTER:	Joel R. Feldman
Signature:	/jrf/
Date:	11/19/2012
Total Attachments: 2 source=Rich Marks, LLC#page1.tif source=Rich Marks, LLC#page2.tif	

TRADEMARK AND SERVICE MARK ASSIGNMENT

WHEREAS, John Rich, an individual, owns the U.S. trademark and service mark applications and registrations listed in Schedule A (collectively, the "Marks");

WHEREAS, John Rich formed Rich Marks, LLC, a Tennessee limited liability company with a mailing address of 900 Division Street, Nashville, TN 37203; and

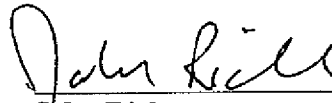
WHEREAS, Rich Marks, LLC is the successor to the portion of John Rich's business to which the Marks pertain and that business is ongoing and existing;

WHEREAS, John Rich wishes to assign to Rich Marks, LLC all of his worldwide rights in the Marks, including the pending U.S. applications, U.S. registrations, common-law rights related to the Marks, the goodwill of his business connected to the Marks, and the right to recover damages for past infringement of the Marks (collectively, the "Property"); and

WHEREAS, Rich Marks, LLC wishes to receive the Property from John Rich;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, John Rich assigns the Property to Rich Marks, LLC.

John Rich will execute and deliver at the request of Rich Marks, LLC, any additional papers, instruments, or assignments, and will perform any other reasonable acts that Rich Marks, LLC requests, related to the assignment of the Property.



John Rich
Owner

Date: 11/19/12

SCHEDULE A

<u>Trademark</u>	<u>Application No.</u>	<u>Registration No.</u>
REDNECK RIVIERA	85/652,281	
REDNECK RIVIERA	85/652,285	
REDNECK RIVIERA	77/645,770	4,168,228
REDNECK RIVIERA	77/424,533	3,962,132

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