

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
SXSW Transition, LLC		01/01/2013	LIMITED LIABILITY COMPANY: TEXAS
RECEIVING PARTY DATA			
Name:	SXSW, LLC		
Street Address:	P.O. Box 685289		
City:	Austin		
State/Country:	TEXAS		
Postal Code:	78768		
Entity Type:	LIMITED LIABILITY COMPANY: TEXAS		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	85216224	STYLE BY	
Registration Number:	4226389	STYLE X	
CORRESPONDENCE DATA			
Fax Number:	5123225201		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	(512) 322-5200		
Email:	tmcentral@pirkeybarber.com		
Correspondent Name:	Karla L. Bynum		
Address Line 1:	600 Congress Avenue, Suite 2120		
Address Line 4:	Austin, TEXAS 78701		
ATTORNEY DOCKET NUMBER:	SXSW001		
NAME OF SUBMITTER:	Kimberlie C. Nelson		
Signature:	/kcn/		
Date:	01/31/2013		
Total Attachments: 0			

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