

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	NUNC PRO TUNC ASSIGNMENT		
<b>EFFECTIVE DATE:</b>	12/31/2012		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
SXSW, Inc.		01/31/2013	CORPORATION: TEXAS
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	SXSW Transition, LLC		
<b>Street Address:</b>	P.O. Box 685289		
<b>City:</b>	Austin		
<b>State/Country:</b>	TEXAS		
<b>Postal Code:</b>	78768		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: TEXAS		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	85216224	STYLE BY	
<b>Registration Number:</b>	4226389	STYLE X	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	5123225201		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
<b>Phone:</b>	(512) 322-5200		
<b>Email:</b>	tmcentral@pirkeybarber.com		
<b>Correspondent Name:</b>	Karla L. Bynum		
<b>Address Line 1:</b>	600 Congress Avenue, Suite 2120		
<b>Address Line 4:</b>	Austin, TEXAS 78701		
<b>ATTORNEY DOCKET NUMBER:</b>	SXSW001		
<b>NAME OF SUBMITTER:</b>	Kimberlie C. Nelson		

OP \$65.00 85216224

**900245783**

**TRADEMARK  
 REEL: 004953 FRAME: 0824**

Signature:	/kcn/
Date:	01/31/2013
Total Attachments: 3 source=SXSW Nunc Pro Tunc Assignment#page1.tif source=SXSW Nunc Pro Tunc Assignment#page2.tif source=SXSW Nunc Pro Tunc Assignment#page3.tif	

## NUNC PRO TUNC TRADEMARK ASSIGNMENT

**WHEREAS**, SXSXW, Inc., a Texas corporation having a mailing address of P.O. Box 685289, Austin, Texas 78768 ("Assignor"), and SXSXW Transition, LLC, a Texas limited liability company having a mailing address of P.O. Box 685289, Austin, Texas 78768 ("Assignee"), are parties to a certain Membership Interest Purchase Agreement dated December 31, 2012 (the "Agreement");

**WHEREAS**, Assignor owned, adopted and was using, or had a bona fide intent to use, the trademarks identified in Attachment A (the "Marks"), for which Assignor has filed U.S. trademark applications or obtained U.S. trademark registrations;

**WHEREAS**, pursuant to the terms of the Agreement, Assignor agreed to contribute, assign, transfer, convey and deliver to Assignee all of Assignor's rights, title, and interest in and to the Marks, whether registered or unregistered, together with that portion of the business to which the Marks pertain and the goodwill of the business symbolized by the Marks;


**WHEREAS**, pursuant to the terms of the Agreement, Assignee is the successor to the portion of the business to which the Marks pertain;

**WHEREAS**, Assignee desires to confirm its acquisition of the Marks, the applications and registrations for said marks, and all rights and goodwill associated therewith as of December 31, 2012; and

**WHEREAS**, by Certificate of Amendment to Certificate of Formation of SXSXW, Inc. filed with the Texas Secretary of State on December 21, 2012 and made effective January 1, 2013 pursuant to the Statement of Event or Fact Regarding Delayed Effective Date filed with the Texas Secretary of State on January 7, 2013, the name of Assignor was changed to SXSXW Holdings, Inc.

**NOW THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby confirm and assign to Assignee, effective nunc pro tunc as of December 31, 2012, all right, title and interest in and to the Marks, together with that portion of the business to which the Marks pertain and the goodwill of the business symbolized by the Marks.

**SXSW HOLDINGS, INC. (formerly SXSW, INC.)**

By:  \_\_\_\_\_

Name: H.G. Roland Swenson III

Title: President

Date: 1-31-13

ATTACHMENT A

MARK	APP. / REG. NO.	APP. / REG. DATE
STYLE BY	85/216,224	January 12, 2011
STYLE X	4,226,389	October 16, 2012