

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	12/31/2012

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
SXSW, Inc.		03/20/2013	CORPORATION: TEXAS

RECEIVING PARTY DATA

Name:	SXSW Transition, LLC
Street Address:	P.O. Box 685289
City:	Austin
State/Country:	TEXAS
Postal Code:	78768
Entity Type:	LIMITED LIABILITY COMPANY: TEXAS

PROPERTY NUMBERS Total: 27

Property Type	Number	Word Mark
Registration Number:	3749755	DAILY CHORD
Registration Number:	4227446	LAUNCHEDU
Serial Number:	85606253	NORTH BY NORTHWEST
Serial Number:	85606261	NXNW
Registration Number:	3871242	PANELPICKER
Registration Number:	3914321	SCREENBURN
Serial Number:	77927730	SOUTH BY
Registration Number:	2273216	SOUTH BY SOUTHWEST
Registration Number:	3765211	SOUTH BY SOUTHWEST
Serial Number:	85550411	SOUTH BY SOUTHWEST
Registration Number:	4178406	STARTUP VILLAGE
Registration Number:	2509383	SXSW
Registration Number:	2043596	SXSW

OP \$690.00 3749755

Registration Number:	3773290	SXSW
Serial Number:	85550412	SXSW
Registration Number:	4157133	SXSW ACCELERATOR
Registration Number:	4276504	SXSW ECO
Serial Number:	85734130	SXSW ON THE ROAD
Serial Number:	85734501	SXSW V2V
Serial Number:	85734504	SXSW V2V
Serial Number:	85734512	SXSW V2V
Serial Number:	85734515	SXSW V2V
Registration Number:	3970209	SXSWEDU
Registration Number:	2313345	SXSWEK
Serial Number:	85550413	SXSWFM
Registration Number:	3348560	SXSWORLD
Registration Number:	3494119	SXSWORLD

CORRESPONDENCE DATA

Fax Number: 5123225201
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.
Phone: (512) 322-5200
Email: tmcentral@pirkeybarber.com
Correspondent Name: Karla L. Bynum
Address Line 1: 600 Congress Avenue
Address Line 2: Suite 2120
Address Line 4: Austin, TEXAS 78701

ATTORNEY DOCKET NUMBER:	SXSW110
NAME OF SUBMITTER:	Karla L. Bynum
Signature:	/Karla L. Bynum/
Date:	03/20/2013

Total Attachments: 3
source=SXSW110_Nunc Pro Tunc Assignment#page1.tif
source=SXSW110_Nunc Pro Tunc Assignment#page2.tif
source=SXSW110_Nunc Pro Tunc Assignment#page3.tif

NUNC PRO TUNC TRADEMARK ASSIGNMENT

WHEREAS, SXS_W, Inc., a Texas corporation having a mailing address of P.O. Box 685289, Austin, Texas 78768 ("Assignor"), and SXS_W 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 SXS_W, 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 SXS_W 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: 3-20-13

ATTACHMENT A

Mark	App./Reg. No.	App. Reg. Date
DAILY CHORD	3,749,755	2/16/2010
LAUNCHEDU	4,227,446	10/16/2012
NORTH BY NORTHWEST	85/606,253	4/24/2012
NXNW	85/606,261	4/24/2012
PANELPICKER	3,871,242	11/2/2010
SCREENBURN	3,914,321	2/1/2011
SOUTH BY	77/927,730	2/4/2010
SOUTH BY SOUTHWEST	2,273,216	8/31/1999
SOUTH BY SOUTHWEST	3,765,211	3/23/2010
SOUTH BY SOUTHWEST	85/550,411	2/23/2012
STARTUP VILLAGE	4,178,406	7/24/2012
SXSW	2,509,383	11/20/2001
SXSW	2,043,596	3/11/1997
SXSW	3,773,290	4/6/2010
SXSW	85/550,412	2/23/2012
SXSW ACCELERATOR	4,157,133	6/12/2012
SXSW ECO	4,276,504	1/15/2013
SXSW ON THE ROAD	85/734,130	9/20/2012
SXSW V2V	85/734,501	9/20/2012
SXSW V2V	85/734,504	9/20/2012
SXSW V2V	85/734,512	9/20/2012
SXSW V2V	85/734,515	9/20/2012
SXSWEDU	3,970,209	5/31/2011
SXSWEEK	2,313,345	2/1/2000
SXSWFM	85/550,413	2/23/2012
SXSWORLD	3,348,560	12/4/2007
SXSWORLD	3,494,119	8/26/2008