

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
Dethrone Royalty, Inc.		02/26/2013	CORPORATION: CALIFORNIA

RECEIVING PARTY DATA

Name:	Dethrone Licensing LLC
Street Address:	1512 Rollins Road
City:	Burlingame
State/Country:	CALIFORNIA
Postal Code:	94010
Entity Type:	LIMITED LIABILITY COMPANY: CALIFORNIA

PROPERTY NUMBERS Total: 9

Property Type	Number	Word Mark
Registration Number:	3485626	D-THRONE
Registration Number:	3848469	DETHRONE ROYALTY
Registration Number:	3929441	DTR
Registration Number:	3959427	DETHRONE
Serial Number:	77940341	DETHRONE
Serial Number:	85560966	DETHRONE
Serial Number:	85503318	LOB CITY
Registration Number:	4196056	
Serial Number:	85326448	

CORRESPONDENCE DATA

Fax Number: 3102774730
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Phone: 310-277-4110
 Email: jarciniega@mwe.com

CH \$240.00 3485626

Correspondent Name: Jorge Arciniega, McDermott Will & Emery
Address Line 1: 2049 Century Park East, Suite 3800
Address Line 4: Los Angeles, CALIFORNIA 90067-3218

ATTORNEY DOCKET NUMBER: 84576-10

NAME OF SUBMITTER: Jorge Arciniega

Signature: /Jorge Arciniega/

Date: 04/09/2013

Total Attachments: 5

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TRADEMARK ASSIGNMENT


This Assignment, effective as of 2/26/13 (hereinafter the "*Effective Date*"), is made by and between Dethrone Royalty, Inc., a California corporation having an address at 1512 Rollins Road, Burlingame, California 94010 (hereinafter "*ASSIGNOR*") and Dethrone Licensing LLC, a California limited liability company, having an address at 1512 Rollins Road, Burlingame, California 94010 (hereinafter "*ASSIGNEE*"), with respect to the marks identified on Exhibit A attached hereto, including all associated applications and registrations therefor (hereinafter the "*Marks*").

For the payment of US\$100.00 (One Hundred United States Dollars) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR hereby irrevocably and unconditionally assigns and transfers exclusively unto ASSIGNEE, its successors and assigns, all rights, title and interest throughout the world in perpetuity, including all statutory and common law rights, in and to the Marks, together with all goodwill symbolized by or otherwise associated with the Marks and the right to sue, make claims, and recover damages for any past, present or future infringement of the Marks; all of such rights, title and interest to be held and enjoyed by ASSIGNEE, its successors and assigns to the same extent that such would have been held and enjoyed by ASSIGNOR had this Assignment not been made. Further, ASSIGNOR hereby expressly acknowledges that this Assignment constitutes an assignment to a successor to the business of ASSIGNOR, or portion thereof, to which the Marks pertain.

IN WITNESS WHEREOF, ASSIGNOR and ASSIGNEE have duly executed this Assignment as of the Effective Date.

ASSIGNOR:

Dethrone Royalty, Inc.

/s/ 
Name: NICK SWINMURN
Title: PRESIDENT

ASSIGNEE:

Dethrone Licensing LLC





/s/ 
Name: NICK SWINMURN
Title: MANAGING MEMBER

EXHIBIT A

TRADEMARK	COUNTRY	GOODS/SERVICES	REG or APP NO.
DETHRONE	Australia	Clothing, namely men's, women's, and children's headwear, sweatshirts, jerseys, shirts, socks, shorts, compression tops and bottoms, tanktops, sportsbras, footwear, wrestling uniforms, jiu jitsu gi's, and underwear in Int'l Class 25; Sporting equipment for men, women and children, namely, groin protectors, gym bags, handwraps, knee and elbow pads, mixed martial arts gloves, boxing gloves, rash guards, shin guards, and training pads in Int'l Class 28.	1361605
DETHRONE	Brazil	Clothing, namely men's, women's, and children's headwear, sweatshirts, jerseys, shirts, socks, shorts, compression tops and bottoms, tanktops, sportsbras, footwear, wrestling uniforms, underwear, jui jitsu gis; rash guards in Int'l Class 25.	830824286
DETHRONE	Brazil	Sporting equipment for men, women and children, groin protectors, handwraps, mixed martial arts head guards, knee and elbow pads for athletic use, mixed martial arts gloves, boxing gloves, mouth guards for athletic use, and training pads for use in mixed martial arts in Int'l Class 28.	830824294
DETHRONE	China	Clothing, namely men's, women's, and children's headwear, sweatshirts, jerseys, shirts, socks, shorts, compression tops and bottoms, tanktops, sports bras, footwear, wrestling uniforms, underwear, jui jitsu gis; rash guards in Int'l Class 25.	8481448
DETHRONE	China	Sporting equipment for men, women and children, namely, groin protectors, hand wraps, mixed martial arts head guards, knee and elbow pads for athletic use, mixed martial arts gloves, boxing gloves, mouth guards for athletic use, shin guards for athletic use, and training pads for use in mixed martial arts in Int'l Class 28.	8481447
DETHRONE ROYALTY	European Community	Hats, tops in Int'l Class 25. Sports equipment, namely, boxing gloves, mixed martial arts boxing gloves, boxing headgear, and boxing hand wraps, punching bags, leg protectors, and mouth guards in Int'l Class 28. Sporting tournament sponsorship in Int'l Class 36.	008405193

TRADEMARK	COUNTRY	GOODS/SERVICES	REG or APP NO.
DETHRONE	European Community	Clothing, footwear, headgear, clothing namely men's, women's, and children's headwear, sweatshirts, jerseys, shirts, socks, shorts, compression tops and bottoms, tanktops, sport bras, footwear, wrestling uniforms, and underwear in Int'l Class 25; Games and playthings; gymnastic and sporting articles not included in other classes; sporting equipment for men, women and children, namely, groin protectors, gym bags, handwraps, head guards, jiu jitsu gi's, knee and elbow pads, mixed martial arts gloves, boxing gloves, mouthguards, rash guard, shin guards, and training pads in Int'l Class 28; Advertising, including promotion of products and services of third parties through sponsoring arrangements and license agreements relating to international sports' events; promoting the goods and services of others by arranging for sponsors to affiliate their goods and services with an awards program, a sports competition and sporting activities; sponsoring and promoting athletic competitions, namely mixed martial arts matches in Int'l Class 35.	009110321
DETHRONE	Hong Kong	Clothing, namely men's, women's, and children's headwear, sweatshirts, jerseys, shirts, socks, shorts, compression tops and bottoms, tanktops, sports bras, footwear, wrestling uniforms, underwear, jiu-jitsu uniforms; rash guards in Int'l Class 25; Sporting equipment for men, women and children, namely, groin protectors, hand wraps, mixed martial arts head guards, knee and elbow pads for athletic use, mixed martial arts gloves, boxing gloves, mouth guards for athletic use, shin guards for athletic use, and training pads for use in mixed martial arts in Int'l Class 28.	301632348
DETHRONE	Japan	Clothing, headwear, sweatshirts, jerseys, shirts, socks, shorts, special sports wear putting pressure on muscles, tanktops, sports bras, footwear, wrestling uniforms, underwear, jiu jitsu gi's and rash guards in Int'l Class 25; Sporting equipment for men, women and children, groin protectors, gym bags, head guards, knee pads, elbow pads, mixed martial arts gloves, boxing gloves, mouth guards (sporting equipment), and protection pads for training in Int'l Class 28.	5375785

TRADEMARK	COUNTRY	GOODS/SERVICES	REG or APP NO.
DETHRONE	Mexico	Clothing, namely, men's, women's, and children's headwear, sweatshirts, jerseys, shirts, socks, shorts, compression tops and bottoms, tank tops, sports bras, footwear, wrestling uniforms, and underwear, jui jitsu gis; rash guards in Int'l Class 25.	1239159
D-THRONE	USA	Clothing, namely, shirts, short-sleeved and long-sleeved shirts, short-sleeved and long-sleeved t-shirts, dress shirts, tank tops; sweatshirts; pants, jeans, cargo pants, dickies, shorts, slacks, sweatpants; undergarments; thermal underwear; jackets; coats, wind coats; headgear, namely, hats, caps, sun visors, beanies, and bandanas; and socks	3485626
DETHRONE ROYALTY	USA	Hats; tops.	3848469
	USA	Clothing, namely, shirts, hats, sweatshirts, and shorts, belts	3929441
DETHRONE	USA	Clothing, namely, men's, women's, and children's headwear, sweatshirts, jerseys, shirts, socks, shorts, compression tops and bottoms, tank tops, sports bras, footwear, wrestling uniforms, and underwear, jui jitsu gis; rash guards.	3959427
DETHRONE	USA	Sporting equipment for men, women and children, namely, groin protectors, handwraps, mixed martial arts head guards, knee and elbow pads for athletic use, mixed martial arts gloves, boxing gloves, mouth guards for athletic use, shin guards for athletic use, and training pads for use in mixed martial arts	77/940341
DETHRONE	USA	Dietary and nutritional supplements; Nutritional and dietary supplements formed and packaged as bars; Protein supplement shakes Concentrates and powders used in the preparation of energy drinks and fruit-flavored beverages; Fruit-flavoured beverages; Isotonic beverages; Non-alcoholic beverages, namely, carbonated beverages; Water beverages	85/560966
D-ROYALTY	USA	Bottoms; Hats; Shoes; Tops	77/697404

TRADEMARK	COUNTRY	GOODS/SERVICES	REG or APP NO.
LOB CITY	USA	Athletic uniforms; Hats; Shirts; Sweat shirts	85/503318
ENTER THE GARDEN	USA	posters	85/557031
	USA	Clothing, namely, men's, women's, and children's headwear, sweatshirts, jerseys, shirts, socks, shorts, compression tops and bottoms for athletic use, tank tops, sports bras, footwear, wrestling uniforms, and underwear, jiu jitsu gis, rash guards.	4196056
	USA	Sporting equipment for men, women and children, namely, groin protectors, hand wraps, mixed martial arts head guards, knee and elbow pads for athletic use, mixed martial arts gloves, boxing gloves, mouth guards for athletic use, shin guards for athletic use, and training pads for use in mixed martial arts	85/326448