

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
Name	Formerly	Execution Date	Entity Type
Friend or Foe		01/24/2013	LIMITED LIABILITY COMPANY: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
Name:	Young's Brand, Inc.		
Street Address:	900 E 29th Ste.		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90011		
Entity Type:	CORPORATION: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 1</b>			
Property Type	Number	Word Mark	
Serial Number:	85822072	FOF COLLECTION	
<b>CORRESPONDENCE DATA</b>			
Fax Number:	2133847110		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	213-386-5595		
Email:	glyn@parkandlim.com		
Correspondent Name:	S. Young Lim		
Address Line 1:	3530 Wilshire Blvd., Ste. 1300		
Address Line 4:	Los Angeles, CALIFORNIA 90010		
NAME OF SUBMITTER:	S Young Lim		
Signature:	/S Young Lim/		
Date:	04/12/2013		
Total Attachments: 2 source=Trademark Assignment - Signed#page1.tif source=Trademark Assignment - Signed#page2.tif			

OP \$40.00 85822072

January 24, 2013

## TRADEMARK ASSIGNMENT

This Agreement is entered into freely by and between Friend Or Foe, LLC ("Assignor") and Young's Brand, Inc. ("Assignee").

WHEREAS, Assignor is the owner of the actual trademark identified as follows: FOF COLLECTION Serial No. 85822072 (the "Trademark"); and

WHEREAS, Assignee wishes to acquire the entire rights, title, and interest in the Trademark in perpetuity;

NOW, the parties agree as follows:

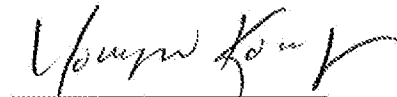
1. Assignment. Assignor does hereby irrevocably assign to Assignee all rights, title, and interest (including, but not limited to, all registration rights with respect to the Trademark, all rights to prepare derivative marks, all goodwill and all other rights), in and to the Trademark.
2. Consideration. Assignor warrants that it has received valuable consideration from the Assignee for the above assignment of the Trademark.
3. Representations and Warranties. Assignor represents and warrants to Assignee, Assignor has the right, power and authority to enter into this Agreement; and Assignor is the exclusive owner of all right, title and interest, including all intellectual property rights, in the Trademark;
5. Entire Agreement. This Agreement, contains the entire understanding and agreement between the parties hereto with respect to its subject matter and supersedes any prior or contemporaneous written or oral agreements, representations or warranties between them respecting the subject matter hereof.
6. Amendment. This Agreement may be amended only by a written agreement signed by both parties which explicitly adjoins itself to this agreement.
7. Severability. If any term, provision, covenant or condition of this Agreement, or the application thereof to any person, place or circumstance, shall be held by a court of competent jurisdiction to be invalid, unenforceable or void, the remainder of this Agreement and such term, provision, covenant or condition as applied to other persons, places and circumstances shall remain in full force and effect, except as mandated by the ruling.
8. Agreement to Perform Necessary Acts. Assignee agrees to perform any further acts and execute and deliver any documents that may be reasonably necessary to carry out the provisions of this Agreement.

9. Governing Law. This Agreement shall be construed in accordance with, and all actions arising hereunder shall be governed by, the laws of the State of California

Date: January \_\_\_\_, 2013

ASSIGNEE

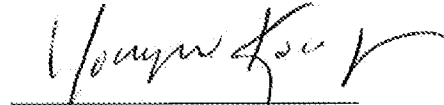
Young's Brand, Inc.



By: [Print Name]

ASSIGNOR

Friend or Foe, LLC



By: [Print Name]