

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
Nishimoto Co., Ltd.		05/08/2013	CORPORATION: JAPAN
RECEIVING PARTY DATA			
Name:	Nishimoto Trading Co., Ltd.		
Street Address:	13409 Orden Drive		
City:	Santa Fe Springs		
State/Country:	CALIFORNIA		
Postal Code:	90670		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85800147	SHIRAKIKU BRAND	
CORRESPONDENCE DATA			
Fax Number:	2139720065		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	213.972.4500		
Email:	IPDocketing@foley.com		
Correspondent Name:	M. John Carson		
Address Line 1:	555 South Flower Street, Suite 3500		
Address Line 4:	Los Angeles, CALIFORNIA 90071-2411		
ATTORNEY DOCKET NUMBER:	091828-0325		
NAME OF SUBMITTER:	M. John Carson		
Signature:	/M. John Carson/		
Date:	05/14/2013		
Total Attachments: 2 source=SHIRAKIKU Design; Trademark Assignment; Appl. No. 85800147#page1.tif source=SHIRAKIKU Design; Trademark Assignment; Appl. No. 85800147#page2.tif			

OP \$40.00 85800147

ASSIGNMENT AGREEMENT

THIS ASSIGNMENT AGREEMENT is made, entered into and effective as of May 1 2013, by and between Nishimoto Co., Ltd., a corporation organized and operated under the laws of Japan, with the address at 1-30-5, Hamamatsu-cho, Minatoku, Tokyo 105-0013 Japan ("Assignor") and Nishimoto Trading Co., Ltd, a corporation organized and operated under the laws of California, with the address at 13409 Orden Dr., Santa Fe Springs, California 90670 United States ("Assignee").

WHEREAS, Assignor is the holder of all right, title and interest in and to the trademark listed in Exhibit A ("Mark") and all of the goodwill of the business connected to and associated therewith; and

WHEREAS, Assignor desires to assign and Assignee desires to assume, all of Assignor's obligations and rights, title and interest in and to the Mark.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns and conveys to Assignee all right, title and interest in and to the Mark, and all of the good will of the business connected to and associated therewith, as well as all rights to injunctive relief, damages or profits, due or accrued, arising out of past infringement of the Mark or injury to the said good will, and the right to sue for and recover the same in the Assignee's own name.

IN WITNESS WHEREOF, the undersigned has executed this Assignment of the Mark.

Nishimoto Co., Ltd.
(Assignor)


By: 

Name: Seiichiro Isoda

Title: Director

Date: 5/8/2013

EXHIBIT A

Mark	Application Number/ Application Date	Status	Country/ Jurisdiction
 The logo for Shirakiku BRAND features the word "Shirakiku" in a stylized, cursive font with a thick black outline. The letters are white with black shading. Below the word, the word "BRAND" is written in a smaller, bold, sans-serif font. The logo is flanked by two stylized, vertical, cylindrical shapes that resemble traditional Japanese drums or containers.	Appl. No. 85/800,147 Appl. Date December 11, 2012	Pending	United States