

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Randall Productions Co.		06/10/2013	CORPORATION: OHIO

RECEIVING PARTY DATA

Name:	Cowboy By Choice Partners, LLC
Street Address:	4301 Darrow Rd., Suite 4300
City:	Stow
State/Country:	OHIO
Postal Code:	44224
Entity Type:	LIMITED LIABILITY COMPANY: OHIO

PROPERTY NUMBERS Total: 21

Property Type	Number	Word Mark
Registration Number:	2714067	COWBOY BY CHOICE
Registration Number:	3272731	COWBOY BY CHOICE
Registration Number:	3344656	COWBOY BY CHOICE
Registration Number:	3355897	COWBOY BY CHOICE
Registration Number:	3435960	COWBOY BY CHOICE
Registration Number:	2991137	COWBOY BY CHOICE
Registration Number:	3189008	COWGIRL BY CHOICE
Registration Number:	3340631	COWGIRL BY CHOICE
Registration Number:	3007716	COWGIRL BY CHOICE
Registration Number:	3177501	BRANDED FOR LIFE
Registration Number:	3043910	BRANDED FOR LIFE
Registration Number:	3120629	BRANDED FOR LIFE
Registration Number:	3523242	IT'S NOT JUST A BRAND, IT'S A WAY OF LIF
Registration Number:	3715201	GOTTA RIDE

OP \$540.00 2714067

Registration Number:	3847313	SPICY TRAIL
Registration Number:	3802650	RODEO KICK
Registration Number:	3007715	SILENT RIDE
Registration Number:	3715178	UNBRIDLED
Registration Number:	3288506	MORNING RIDE
Registration Number:	3802686	
Serial Number:	85831323	BUCKIN' HOT SAUCE

CORRESPONDENCE DATA

Fax Number: 3302472208

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

Phone: 330-247-2206

Email: pasmith@ipcworplaw.com

Correspondent Name: P.A. Smith, LLC c/o Patricia A. Smith

Address Line 1: 4301 Darrow Rd., Suite 4400-A

Address Line 4: Stow, OHIO 44224

ATTORNEY DOCKET NUMBER:	13041801.003
NAME OF SUBMITTER:	Patricia A. Smith
Signature:	/Patricia A. Smith/
Date:	06/12/2013

Total Attachments: 5

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EXHIBIT C

Trademark Assignment

This Trademark Assignment ("Assignment") is by and between Cowboy By Choice Partners, LLC, a limited liability company formed in accordance with the laws of Ohio (the "Assignee"), and Randall Productions Co., a corporation formed in accordance with the laws of Ohio (the "Assignor") and is effective as of the 10th day of June 2013 (the "Effective Date").

WHEREAS, contemporaneous with the execution of this Assignment, Assignor and Assignee are executing a Trademark Assignment Agreement to which this Assignment is referenced and attached;

WHEREAS, Assignor and Assignee are executing this Assignment for the purpose of recording the assignment of certain trademark registrations and applications for registration at the United States Patent and Trademark Office;

WHEREAS, Assignor is the owner of all right, title and interest in and to the trademark registrations and applications for registration set forth on Schedule 1 (collectively, the "Trademarks"), together with the goodwill of the business connected with and symbolized by the Trademarks; and

WHEREAS, Assignee desires to acquire all rights, title and interest in and to the Trademarks.

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are acknowledged, the parties hereby agree as set forth below.

1. Assignor hereby sells, assigns, transfers and conveys to Assignee the entire rights, title and interest in and to the Trademarks in the United States and all jurisdictions outside the United States, together with the goodwill of the business connected with and symbolized by the Trademarks (including, without limitation, the right to renew any registrations included in the Trademarks, the right to apply for trademark registrations within or outside the United States based in whole or in part upon the Trademarks, and any priority right that may arise from the Trademarks), the same to be held and enjoyed by Assignee as fully and entirely as said interest could have been held and enjoyed by Assignor had this sale, assignment, transfer and conveyance not been made.
2. Assignor authorizes the Commissioner for Trademarks of the United States and other empowered officials of the United States Patent and Trademark Office and in any applicable jurisdictions outside the United States to record the transfer of the registrations and/or applications for registration set forth on Schedule 1 to Assignee as assignee of Assignor's entire right, title and interest therein. Assignor agrees to further execute any documents reasonably necessary to effect this Assignment or to confirm Assignee's ownership of the Trademarks.

3. This Assignment may be executed by the parties hereto in separate counterparts, each of which when so executed and delivered shall be an original, but all such counterparts taken together shall constitute one and the same instrument. Each counterpart may be delivered by facsimile transmission, which transmission shall be deemed delivery of an originally executed document.

IN WITNESS WHEREOF, the parties hereto have executed this Assignment as of the date first above written.

ASSIGNOR:

Randall Productions, Co.

Signature: 

Print Name: RANDALL O. MINTZ

Title: PRESIDENT

ASSIGNEE:

Cowboy By Choice Partners, LLC

Signature: 

Print Name: RANDALL O. MINTZ

Title: PRESIDENT

STATE OF OHIO)
)
COUNTY OF SUMMIT)

I, the undersigned authority, a Notary Public in and for said County and State, hereby certify that **Randy D. Mintz** whose name is signed to the foregoing instruments, and who is known to me, acknowledged before me on this day that, being informed of the contents of the instrument, he executed the same voluntarily on the day the same bears date.

Given under my hand and official seal, this 10th day of June, 2013.

SEAL

NOTARY PUBLIC

Patricia Smith, Attorney at Law
Resident Summit County
Notary Public, State of Ohio
My Commission Has No Expiration Date
Sec 147.03 RC



Signature: Patricia Smith

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Schedule 1

Registered Trademarks and Applications for Registrations

Trademark	Serial No.	Filing Date	Reg. No.	Reg. Date
Cowboy By Choice®	76108334	August 14, 2000	2714067	May 6, 2003
Cowboy By Choice®	76614804	October 7, 2004	3272731	July 31, 2007
Cowboy By Choice®	76597494	June 14, 2004	3344656	November 27, 2007
Cowboy By Choice®	77153751	April 11, 2007	3355897	December 18, 2007
Cowboy By Choice®	78691961	August 12, 2005	3435960	May 27, 2008
Cowboy By Choice®	76564291	November 24, 2003	2991137	September 6, 2005
Cowgirl By Choice®	78684334	August 3, 2005	3189008	December 26, 2006
Cowgirl By Choice®	76978504	October 12, 2004	3340631	November 20, 2007
Cowgirl By Choice®	76604384	July 26, 2004	3007716	October 18, 2005
Branded For Life®	76615279	October 12, 2004	3177501	November 28, 2006
Branded For Life®	76615277	October 12, 2004	3043910	January 17, 2006
Branded For Life®	78691954	August 12, 2005	3120629	July 25, 2006
It's Not Just A Brand, It's A Way Of Life®	77251256	August 9, 2007	3523242	October 28, 2008
Gotta Ride®	77730688	May 6, 2009	3715201	November 24, 2009
Spicy Trail®	77851798	October 19, 2009	3847313	September 14, 2010
Rodeo Kick®	77851750	October 19, 2009	3802650	June 15, 2010
Silent Ride®	76597495	June 14, 2004	3007715	October 18, 2005
Unbridled®	77728370	May 4, 2009	3715178	November 24, 2009
Morning Ride®	76627816	January 13, 2005	3288506	September 4, 2007
Design Only ¹	77852459	October 20, 2009	3802686	June 15, 2010
Buckin' Hot Sauce™	85831323	January 24, 2013	N/A	N/A

¹ Design only denotes the below-referenced trademark

