

## 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
Elevation Footwear, LLC		05/17/2013	LIMITED LIABILITY COMPANY: NEW YORK
RECEIVING PARTY DATA			
Name:	Forsake, Inc.		
Street Address:	257 Dunrovin Lane		
City:	Rochester		
State/Country:	NEW YORK		
Postal Code:	14618		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85362397	FORSAKE	
CORRESPONDENCE DATA			
Fax Number:	585-232-21		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	585-231-1382		
Email:	kshimomura@hselaw.com		
Correspondent Name:	Kimberly I. Shimomura		
Address Line 1:	1600 Bausch & Lomb Place		
Address Line 2:	Harter Secrest & Emery LLP		
Address Line 4:	Rochester, NEW YORK 14604		
ATTORNEY DOCKET NUMBER:	98778.000002		
NAME OF SUBMITTER:	Kimberly I. Shimomura		
Signature:	/Kimberly I. Shimomura/		

CH \$40.00 85362397

Date:

06/26/2013

Total Attachments: 2

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## TRADEMARK ASSIGNMENT

This Trademark Assignment is made this 17th day of May 2013, by and between Elevation Footwear, LLC, a limited liability company organized and existing under the laws of the State of New York, having a place of business at 257 Dunrovin Lane, Rochester, New York 14618 ("Elevation") and Forsake, Inc., a corporation organized and existing under the laws of the State of Delaware, having a place of business at 257 Dunrovin Lane, Rochester, New York 14618 ("Forsake");

**WHEREAS**, Elevation is the owner of the trademark FORSAKE (hereinafter "the FORSAKE Mark"), U.S. Trademark Application Serial No. 85362397, and the goodwill associated with the FORSAKE Mark (the United States Patent and Trademark Office ("USPTO") record for the FORSAKE Mark application is attached hereto as Exhibit A); and

**WHEREAS**, Elevation is the owner of the trademark DESIGN (hereinafter "the DESIGN Mark"), U.S. Trademark Application Serial No. 85159240, and the goodwill associated with the DESIGN Mark (the USPTO record for the Design Mark application is attached hereto as Exhibit B); and

**WHEREAS**, Elevation is the owner of the trademark ELEVATION and Design (hereinafter "the ELEVATION and Design Mark"), U.S. Trademark Application Serial No. 85159244, and the goodwill associated with the Elevation and Design Mark (the USPTO record for the ELEVATION and Design Mark application is attached hereto as Exhibit C); and

**WHEREAS**, the FORSAKE Mark, the DESIGN Mark, and the ELEVATION and Design Mark are collectively referred to herein as the "Marks"; and

**WHEREAS**, Elevation wishes to assign to Forsake all of its right, title, and interest in and to the Marks, the U.S. trademark applications for the Marks, and the goodwill associated with the Marks; and

**WHEREAS**, Elevation has assigned to Forsake the portion of Elevation's business to which the Marks pertain, which is ongoing and existing.

**NOW, THEREFORE**, in consideration of One Dollar and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Elevation does hereby sell, assign, and transfer to Forsake all of Elevation's right, title, and interest in and to the Marks, the U.S. trademark applications for the Marks, the goodwill associated with the Marks, and the right to sue and recover for past infringement of the Marks, as fully and completely as permitted by law, it being the intention of the parties that Forsake shall acquire all rights in the Marks, leaving Elevation with no rights whatsoever.

IN WITNESS WHEREOF, the parties have caused this Trademark Assignment to be signed by their duly authorized representatives as follows:

ELEVATION FOOTWEAR, LLC

FORSAKE, INC.

By: *Jacob Anderson*

By: *Jacob Anderson*

Name: Jacob Anderson

Name: Jacob Anderson

Title: Manager

Title: CEO