

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
Ram's Head, LLC		07/02/2013	LIMITED LIABILITY COMPANY: NEVADA
RECEIVING PARTY DATA			
Name:	R.P. van Leent Beheer B.V.		
Street Address:	920 Garden St.		
Internal Address:	c/o Koenig & Associates		
City:	Santa Barbara		
State/Country:	CALIFORNIA		
Postal Code:	93101		
Entity Type:	besloten vennootschap (b.v.): NETHERLANDS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3493845	GET REAL	
CORRESPONDENCE DATA			
Fax Number:	8055648262		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	8059654400		
Email:	Kurt@incip.com		
Correspondent Name:	Kurt Koenig		
Address Line 1:	920 Garden St.		
Address Line 4:	Santa Barbara, CALIFORNIA 93101		
ATTORNEY DOCKET NUMBER:	2854-104		
NAME OF SUBMITTER:	Kurt Koenig		
Signature:	/Kurt Koenig/		

OP \$40.00 3493845

Date:

07/12/2013

Total Attachments: 2

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TRADEMARK ASSIGNMENT

This Assignment ("Assignment") is made as of July 2, 2013 ("Effective Date") from Ram's Head LLC, a Nevada limited liability company ("ASSIGNOR") to R.P. van Leent Beheer B.V., a Netherlands besloten vennootschap (b.v.) ("ASSIGNEE").

WHEREAS, ASSIGNOR is the owner of record of the trademark **GET REAL** ("Mark"), which has been assigned Registration No. 3493845 ("Registration") by the United States Patent and Trademark Office ("USPTO") , together with the goodwill of the business symbolized thereby in connection with the goods for which the Mark is or has been used and/or registered ("Goods"); and

WHEREAS, ASSIGNOR desires to quitclaim, convey, transfer, assign, deliver, and contribute to ASSIGNEE all of its right, title, and interest in and to the Registration and the Mark and any domain names that may contain the Mark and ASSIGNEE desires to receive and accept the same;

NOW, THEREFORE, in consideration of the payment of the total sum of \$_____, \$_____ which has been paid by wire and \$_____ which has been delivered by Cashier's Check ("Payment") from ASSIGNEE to ASSIGNOR, ASSIGNOR and ASSIGNEE agree as follows:

1. The assignment and transfer of all rights to the Mark and the closing of this transaction ("Closing") shall be effective when the following sequence of events has been completed:

a) ASSIGNEE ^{has wired and delivered} ~~shall first wire~~ the Payment to ASSIGNOR,

b) Upon receipt of the Payment, ASSIGNOR shall then send an email to RemcoB@sohoproduce.com and TimL@sohoproduce.com attaching a scanned .pdf or .jpg copy of this Assignment executed by an authorized representative of ASSIGNOR to, and

c) a representative of ASSIGNEE shall ~~then immediately~~ confirm receipt of the executed ~~scanned copy~~ ^{original} via reply email.

2. Upon Closing, ASSIGNOR hereby quitclaims, conveys, transfers, assigns, delivers, and contributes to ASSIGNEE all of ASSIGNOR'S right, title, and interest of whatever kind in and to the Mark and the Registration in perpetuity, together with (1) the goodwill of the business relating to the Goods in respect upon which the Mark is used; (2) all income, royalties, and damages hereafter due or payable to ASSIGNOR with respect to the Mark, including without limitation, damages, and payments for past or future infringements and misappropriations of the Mark; and (3) all rights to sue for past, present, and future infringements or misappropriations of the Mark. ASSIGNOR is not selling any assets pursuant to this Assignment, except for the assets expressly set forth herein.

3. ASSIGNOR hereby agrees to execute such other documents and take such other actions as may be reasonably requested by ASSIGNEE to evidence more fully the transfer of ownership of the Mark to ASSIGNEE, including a redacted short form assignment or other document(s) which may be required by the USPTO to record this Assignment. ASSIGNOR also appoints ASSIGNEE, with the full power of substitution therein, as its true and lawful attorney-in-fact for the limited purpose of reasonably executing such papers and performing such other proper acts as are reasonably necessary to secure to ASSIGNEE, or to any of ASSIGNEE's successors or assigns, the rights hereby transferred and to record the same at the USPTO. *All costs and expenses of any kind shall be borne by Assignee.* W

4. The execution, delivery, and performance of this Assignment by ASSIGNOR has been duly authorized by ASSIGNOR, this Assignment constitutes a legal, valid and binding obligation of ASSIGNOR, and the party whose signature appears below has the power and authority to enter into and perform the obligations pursuant to this Assignment.

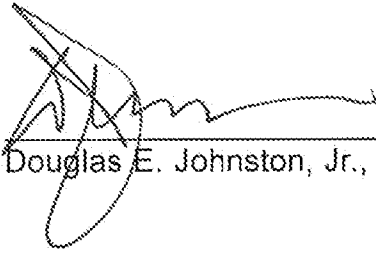
5. The parties intend that facsimile or scanned signatures shall constitute original signatures and a facsimile or scanned copy of this Assignment shall be fully binding upon the parties hereto.

6. This Assignment constitutes the entire agreement among the parties pertaining to the subject matter hereof and supersedes all prior and contemporaneous agreements and understandings of the parties in connection herewith. No interpretation, modification, termination or waiver of any provision of, or default pursuant to, this Assignment shall be binding upon a party unless in writing and signed by the party against whom enforcement is sought.

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

RAM'S HEAD LLC

by:



Douglas E. Johnston, Jr., Manager