

## 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
Social Smoke, Inc.		11/15/2013	CORPORATION: TEXAS
RECEIVING PARTY DATA			
Name:	A.K.A Worldwide, LLC		
Street Address:	4552 West Dutchman Lane		
City:	Riverton		
State/Country:	UTAH		
Postal Code:	84096		
Entity Type:	LIMITED LIABILITY COMPANY: UTAH		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4161023	WHITE RHINO	
CORRESPONDENCE DATA			
Fax Number:	8012555338		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	8012555335		
Email:	docketclerk@chcpat.com		
Correspondent Name:	Grant R. Clayton		
Address Line 1:	P.O. Box 1909		
Address Line 4:	Sandy, UTAH 84091		
ATTORNEY DOCKET NUMBER:	T12542.1.C		
NAME OF SUBMITTER:	Grant R. Clayton		
Signature:	/Grant R. Clayton/		
Date:	11/25/2013		
Total Attachments: 1 source=assignment#page1.tif			

OP \$40.00 4161023

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT ("Assignment") is by and between Social Smoke, Inc., a Texas corporation with a principal address at P.O. Box 121002 Arlington, Texas 76012 ("Social Smoke") and A.K.A Worldwide, LLC, a Utah limited liability company with an address at 4552 West Dutchman Lane, Riverton, Utah 84096 ("A.K.A").

WHEREAS, Social Smoke believes it is the owner of all right, title and interest in and to the trademark WHITE RHINO and the corresponding registration for that mark, U.S. Reg. No. 4161023 together with the goodwill of the business connected with and symbolized by that mark (collectively the "Trademark"); and

WHEREAS, pursuant to the terms of a Trademark Settlement Agreement between the parties, the parties desire to have Social Smoke assign all of its right, title and interest in and to the Trademark to A.K.A, together with the goodwill of the business connected with and symbolized by the Trademark.

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are acknowledged, the parties hereby agree as follows:

Social Smoke hereby assigns, transfers and conveys to A.K.A the entire right, title, interest in and to the Trademark, together with the goodwill of the business connected with and symbolized by the Trademark throughout the United States and the world.

The right to bring legal action for infringement of the Trademark, including past infringement and the right to receive damages for any past infringement.

Social Smoke authorizes the Commissioner of Trademarks of the United States and other empowered officials of the United States Patent and Trademark Office, and any other trademark office, to record the transfer of Registration No. 4161023 to A.K.A as assignee of Social Smoke's entire right, title and interest therein. Social Smoke agrees to further execute any documents reasonably necessary to effect this assignment or to confirm A.K.A's ownership of the Trademark.

IN WITNESS WHEREOF, the parties hereto have executed this Trademark Assignment Agreement as of the date last signed below.

SOCIAL SMOKE, INC.

A.K.A WORLDWIDE, L.L.C.

By: Abraham Nadimi  
Name: Abraham Nadimi

By: Adnan Afridi  
Name: Adnan Afridi

Title: Vice President

Title: Member

Date: 11-11-13

Date: 11-15-13