

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
	Her Majesty Productions L.L.C.		11/19/2013
	Entity Type LTD LIAB JT ST CO: CALIFORNIA		
RECEIVING PARTY DATA			
Name:	Retail Royalty Company		
Street Address:	101 Convention Center Drive		
City:	Las Vegas		
State/Country:	NEVADA		
Postal Code:	89109		
Entity Type:	CORPORATION: NEVADA		
PROPERTY NUMBERS Total: 1			
	Property Type	Number	Word Mark
	Registration Number:	3856070	HAPPY HOUR ATHLETICS
CORRESPONDENCE DATA			
Fax Number:	5132416234		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	5132412324		
Email:	tremaklus@whe-law.com		
Correspondent Name:	Theodore R. Remaklus		
Address Line 1:	441 Vine Street		
Address Line 2:	2700 Carew Tower		
Address Line 4:	Cincinnati, OHIO 45202		
ATTORNEY DOCKET NUMBER:	RVI-1481 / 122		
NAME OF SUBMITTER:	Theodore R. Remaklus		
Signature:	/theodore r remaklus/		
Date:	11/26/2013		
Total Attachments: 1 source=Trademark Assignment (fully executed)#page1.tif			

OP \$40.00 3856070

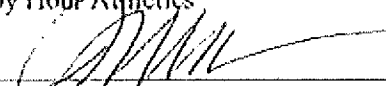
TRADEMARK ASSIGNMENT

WHEREAS, Her Majesty Productions L.L.C., d/b/a Happy Hour Athletics, a limited liability company organized and existing under the laws of the State of California with a place of business at 5954 E. Appian Way, Long Beach, California 90803 (hereinafter referred to as the "ASSIGNOR") is the owner of U.S. Registration No. 3,856,070 (Application No. 77/917,667) for the trademark HAPPY HOUR ATHLETICS and Design (hereinafter referred to as the "Mark"); and

WHEREAS, Retail Royalty Company, a corporation organized and existing under the laws of the State of Nevada, with an address of 101 Convention Center Drive, Las Vegas, Nevada 89109 (hereinafter referred to as the "ASSIGNEE"), desires to acquire the rights ASSIGNOR has in and to said Mark and registration thereof along with the goodwill associated with said Mark;

NOW, THEREFORE, for good and valuable consideration, ASSIGNOR hereby assigns and transfers to ASSIGNEE its entire right, title, and interest in and to the Mark and the registration for the Mark, together with the goodwill of the business symbolized by the Mark and the registration thereof, and all other rights which ASSIGNOR has enjoyed thereunder, including any and all rights of recovery based on past infringement of said Mark and registration, the same to be held and enjoyed by ASSIGNEE, its successors and assigns.

HER MAJESTY PRODUCTIONS, L.L.C.
d/b/a Happy Hour Athletics

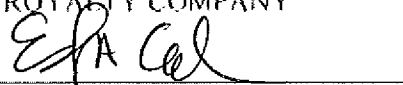
By: 
(signature)

Name: Janet Williams

Title: Owner/President

Date: NOV. 19, 2013

RETAIL ROYALTY COMPANY

By: 
(signature)

Name: ESTA COHEN

Title: SECRETARY

Date: November 21, 2013