

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
Marksman, Inc.		12/27/2013	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Shinola/Detroit, LLC		
Street Address:	1039 E. 15th Street		
City:	Plano		
State/Country:	TEXAS		
Postal Code:	75074		
Entity Type:	LIMITED LIABILITY COMPANY: TEXAS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2900724	DETROLA	
CORRESPONDENCE DATA			
Fax Number:	2142064330		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	214-206-4300		
Email:	molly@richardlawgroup.com		
Correspondent Name:	Molly Buck Richard		
Address Line 1:	8411 Preston Road		
Address Line 2:	Suite 890		
Address Line 4:	Dallas, TEXAS 75225		
NAME OF SUBMITTER:	Molly Buck Richard		
Signature:	/Molly Buck Richard/		
Date:	12/27/2013		
Total Attachments: 1 source=executed assignment detrola 12 27 13#page1.tif			

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**TRADEMARK ASSIGNMENT**

WHEREAS, Marksmen, Inc., a Delaware corporation whose address is 116 N. Maryland Avenue, Suite 120, Glendale, CA 91206 (hereinafter referred to as "Assignor") is the owner of the mark DETROLA, along with United States Trademark Registration No. 2,900,724 (hereinafter "the Mark"); and

WHEREAS, Shinola/Detroit, LLC, a Texas limited liability company having a mailing address of 1039 E. 15<sup>th</sup> Street, Plano, TX 75074 (hereinafter referred to as "Assignee") is desirous of acquiring Assignor's rights in the Mark.

NOW THEREFORE, for good and valuable consideration, receipt and sufficiency of which is hereby acknowledged, said Assignor hereby assigns to Assignee all right, title, and interest in and to the Mark, together with the goodwill of the business symbolized by the Mark.

Signed this 27 day of DECEMBER, 2013.

MARKSMEN, INC.



By: KEITH LIM

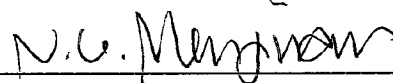
Title: COO

Dated: 12/27/2013

STATE OF CALIFORNIA §  
COUNTY OF Los Angeles §

BEFORE ME, on this day personally appeared Keith Lim,  
\_\_\_\_\_ of Marksmen, Inc., known to me to be the person who signed this assignment and acknowledged to me that (he) she executed the same for the purposes and consideration therein expressed.

Subscribed to and sworn to before me this 27 day of December  
2013.



Notary Public in and for the State  
of California

Printed Name: Nestor G. Menjivar

My Commission Expires: July 01, 2015

