

TRADEMARK ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT																										
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL																										
CONVEYING PARTY DATA																											
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CORRESPONDENCE DATA																											
Fax Number: 3108205988 <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i> Phone: 310-207-3800 Email: dax_alvarez@bstz.com Correspondent Name: Dax Alvarez Address Line 1: 12400 Wilshire Boulevard Address Line 2: 7th Floor Address Line 4: Los Angeles, CALIFORNIA 90025																											
ATTORNEY DOCKET NUMBER:	9646.A001																										
NAME OF SUBMITTER:	Dax Alvarez																										
Signature:	/dax alvarez/																										

CH \$40.00 4096863

Date:

02/18/2014

Total Attachments: 2

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**ASSIGNMENT OF TRADEMARK AND**  
**THE UNITED STATES REGISTRATION THEREOF**

WHEREAS, Chris Printup, an individual and citizen of the United States, having an address of 2026 Louella Avenue, Venice, CA 90291 (“Assignor”), is the owner of the trademark BORN & RAISED and the United States Registration thereof, namely U.S. Registration No. 4,096,863 (hereinafter collectively referred to as the “Mark”);

WHEREAS, Born X Raised LLC, an California limited liability company, having a place of business at 3608 Ashwood Avenue, Los Angeles, California 90066 (“Assignee”), is desirous of acquiring and maintaining said Mark;

WHEREAS, in order to effectuate Assignor’s assignment of its entire rights, title and interest in and to the Mark and the goodwill appurtenant thereto, to Assignee, Assignor is executing this instrument of Assignment.

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, Assignor does hereby sell, assign, convey and transfer unto Assignee, its successors, assigns and legal representatives, his full and entire rights, title and interest in and to the Mark, and the attendant goodwill symbolized by the Mark, the same to vest in Assignee.

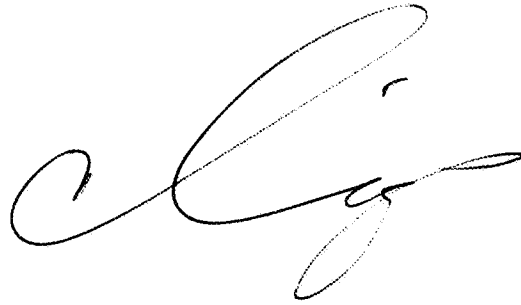
Assignor hereby agrees that Assignee shall have the right to record this instrument of assignment in the United States Patent and Trademark Office, so as to establish Assignee as owner of record of the Mark.

Assignor further agrees, at the request of Assignee and without charge or cost to Assignee, to (i) execute and have executed any and all other documents of any kind whatsoever, and to provide whatever information may be required, to carry out the terms and intent of this Assignment; and (ii) fully cooperate with Assignee, as reasonably required, to enable Assignee to duly record this instrument of assignment with the United

States Patent and Trademark Office, so the Assignee's ownership of the Mark is duly made of record.

IN WITNESS WHEREOF, Assignor has caused this instrument to be executed on the date indicated below.

CHRIS PRINTUP  
(Assignor)

A handwritten signature in black ink, appearing to read 'Chris Printup', written in a cursive style.

Dated: \_Feb. 17, 2014

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Chris Printup