

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
Chris Printup		02/17/2014	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Born X Raised LLC		
Street Address:	3608 Ashwood Avenue		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90066		
Entity Type:	LIMITED LIABILITY COMPANY: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4096863	BORN & RAISED	
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.

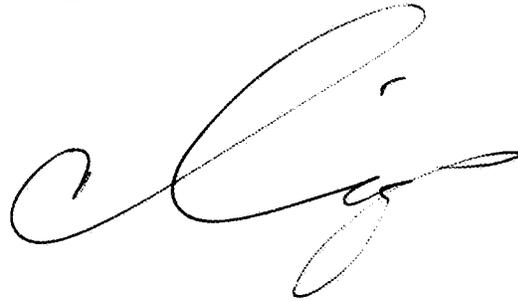
Assignor hereby agrees that Assignee shall have the right to record this instrument of assignment in the United States Patent and Trademark Office, so as to establish Assignee as owner of record of the Mark.

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

Chris Printup