

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
Last In Concepts, LLC		03/01/2014	LIMITED LIABILITY COMPANY: LOUISIANA
RECEIVING PARTY DATA			
Name:	First In Enterprises, LLC		
Street Address:	315 Third Street		
City:	Baton Rouge		
State/Country:	LOUISIANA		
Postal Code:	70801		
Entity Type:	LIMITED LIABILITY COMPANY: LOUISIANA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	4352333	SCHLITZ & GIGGLES SILLY NAME, SERIOUS P	
Registration Number:	4330150	THE ROUX HOUSE	
CORRESPONDENCE DATA			
Fax Number:	7038362021		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	703.836.6620		
Email:	bassam.ibrahim@bipc.com		
Correspondent Name:	Bassam N. Ibrahim		
Address Line 1:	Buchanan Ingersoll & Rooney PC		
Address Line 2:	P.O. Box 1404		
Address Line 4:	Alexandria, VIRGINIA 22313-1404		
ATTORNEY DOCKET NUMBER:	0079654-000003		
NAME OF SUBMITTER:	Kathleen M. Hemmerdinger		

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Signature:	/Kathleen M. Hemmerdinger/
Date:	03/05/2014
Total Attachments: 3 source=TRADEMARK ASSIGNMENT - RH & SG#page1.tif source=TRADEMARK ASSIGNMENT - RH & SG#page2.tif source=TRADEMARK ASSIGNMENT - RH & SG#page3.tif	

TRADEMARK ASSIGNMENT

This Trademark Assignment (this "*Assignment*") is entered on the execution date, between Last In Concepts, LLC a limited liability company organized under the laws of Louisiana, having a place of business at 460 Main Street, Baton Rouge, Louisiana 70801 (hereinafter "*Assignor*") and First In Enterprises, LLC, a limited liability company organized under the laws of Louisiana, having a place of business at 315 Third Street, Baton Rouge, Louisiana 70801, (hereinafter "*Assignee*").

WHEREAS, Assignor is the owner of the entire right, title and interest in and to the U.S. trademark registrations listed in the attached Schedule A (the "Mark").

WHEREAS, Assignor and Assignee are desire to enter into this Assignment;

NOW THEREFORE, be it known that, for good and valuable consideration, the receipt of which Assignor acknowledges, the parties hereto agree as follows:

1. This Assignment covers (a) the Marks, including, without limitation, trademark, and/or service mark, together with the goodwill associated with the foregoing and the ongoing and existing business to which the trademarks/service marks pertain; (b) any extension or renewal of any such registrations set forth in subsection (a) hereof; (c) any unregistered rights in any of the foregoing; (d) all rights therein provided by international treaties and conventions, and all rights to obtain trademark and registration thereto, in each case in all countries throughout the world; and (3) all rights to sue and recover damages or obtain injunctive relief for past and future infringement, misappropriation, violation or breach of any of the foregoing (subsections (a) through (e) hereof, collectively, the "*Assigned Intellectual Property*").

2. Assignor, as owner, does hereby sell, assign, transfer, and set over unto the Assignee, its lawful successors and assigns, Assignor's entire right, title, and interest in and to the Assigned Intellectual Property in the United States of America, together with the goodwill of the business associated therewith and symbolized by the Assigned Intellectual Property, in its entirety, and the assets of the business associated with the Assigned Intellectual Property, in their entirety.

3. Assignor hereby covenants that it has the full right to convey the interest assigned by this Assignment, and it has not executed and will not execute any agreement in conflict with this Assignment.


4. Assignor further covenants and agrees to cooperate with and reasonably assist Assignee in obtaining, enforcing and defending Assignee's rights in the Assigned Intellectual Property, including without limitation, in proceedings before any court or tribunal, the United States Patent and Trademark Office, or another agency or authority, it being understood that any expense incident to such assistance shall be borne by the Assignee, its successors and assigns.

5. All assignments to be executed and return to the attention of:



Bassam N. Ibrahim, Esq.
Buchanan Ingersoll & Rooney, PC
1737 King Street
Suite 500
Alexandria, VA 22314
Telephone: 703-836-6620
Facsimile: 703-836-2021
Email: bassam.ibrahim@bipc.com

IN WITNESS WHEREOF, the said Assignor has executed this Assignment.

Assignor: LAST IN CONCEPTS, LLC


By: _____
Name: Scott Taylor
Title: General Manager
Date: 3/11/14

SCHEDULE A
U.S. FEDERAL TRADEMARK REGISTRATIONS

Reg. No.	Mark	Class/Goods/Services	Status
4,352,333	SCHLITZ & GIGGLES SILLY NAME SERIOUS PIZZA & Design 	25/Apparel, namely, t-shirts, tank tops, sweatshirts, shorts, underwear; headwear, namely, hats and visors 43/Restaurant and bar services	Registered
4,330,150	THE ROUX HOUSE & Design 	25/Apparel, namely, t-shirts, tank tops, sweatshirts, shorts, underwear; headwear, namely, hats and visors 41/Entertainment services, namely, live musical and dance performances; night clubs 43/Restaurant and bar services	Registered