TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM297611

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Rich Marks, LLC		03/05/2014	LIMITED LIABILITY COMPANY: TENNESSEE

RECEIVING PARTY DATA

Name:	Rich Marks, LLC
Street Address:	900 Division St.
City:	Nashville
State/Country:	TENNESSEE
Postal Code:	37203
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 22

Property Type	Number	Word Mark
Serial Number:	85854677	BLUE WATER. WHITE SAND. REDNECKS.
Serial Number:	85854674	BLUE WATER. WHITE SAND. REDNECKS.
Serial Number:	85854649	BLUE WATER. WHITE SAND. REDNECKS.
Serial Number:	85854668	BLUE WATER. WHITE SAND. REDNECKS.
Serial Number:	85854656	BLUE WATER. WHITE SAND. REDNECKS.
Serial Number:	85854663	BLUE WATER. WHITE SAND. REDNECKS.
Serial Number:	85777392	GET YOUR REDNECK ON
Serial Number:	85854736	RR REDNECK RIVIERA
Serial Number:	85854731	RR REDNECK RIVIERA
Serial Number:	85854690	RR REDNECK RIVIERA
Serial Number:	85854695	RR REDNECK RIVIERA
Serial Number:	85854726	RR REDNECK RIVIERA
Serial Number:	85854719	RR REDNECK RIVIERA
Serial Number:	85789873	REDNECK RIVIERA FEST
Registration Number:	3962132	REDNECK RIVIERA
Serial Number:	85784426	REDNECK RIVIERA
Serial Number:	85784401	REDNECK RIVIERA
Serial Number:	85784430	REDNECK RIVIERA
Serial Number:	85784413	REDNECK RIVIERA

CH $565.00 85854677

Property Type	Number	Word Mark
Serial Number:	85789870	REDNECK RIVIERA
Registration Number:	4168228	REDNECK RIVIERA
Serial Number:	85784407	REDNECK RIVIERA

CORRESPONDENCE DATA

Fax Number: 6785532212

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Phone: 678-553-2100

Email: atltrademark@gtlaw.com

Correspondent Name: Joel R. Feldman, Jess L. Rosen

Address Line 1: 3333 Peidmont Rd., NE, Suite 2500

Address Line 2: Greenberg Traurig, LLP

Address Line 4: Atltana, GEORGIA 30309

ATTORNEY DOCKET NUMBER:	105071.010000
NAME OF SUBMITTER:	Mary Martha Adkins
SIGNATURE:	/mary martha adkins/
DATE SIGNED:	03/10/2014

Total Attachments: 8

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TRADEMARK AND SERVICE MARK ASSIGNMENT

WHEREAS, Rich Marks, LLC, a Tennessee limited liability company with a mailing address of 900 Division Street, Nashville, TN 37203 ("Rich Marks TN"), owns the U.S. trademark and service mark applications and registrations listed in Schedule A (collectively, the "Marks");

WHEREAS, John Rich formed Rich Marks, LLC, a Delaware limited liability company with a mailing address of 900 Division Street, Nashville, TN 37203 ("Rich Marks DE"); and

WHEREAS, Rich Marks DE is the successor to the portion of Rich Marks TN's business to which the Marks pertain and that business is ongoing and existing;

WHEREAS, Rich Marks TN wishes to assign to Rich Marks DE all of its worldwide rights in the Marks, including the pending U.S. applications, U.S. registrations, common-law rights related to the Marks, the goodwill of his business connected to the Marks, and the right to recover damages for past infringement of the Marks (collectively, the "Property"); and

WHEREAS, Rich Marks DE wishes to receive the Property from Rich Marks TN;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Rich Marks TN assigns the Property to Rich Marks DE.

Rich Marks TN will execute and deliver at the request of Rich Marks DE any additional papers, instruments, or assignments, and will perform any other reasonable acts that Rich Marks DE requests, related to the assignment of the Property.

RICH MARKS, LLC

John D. Rich

John Rich
Member

Date: 3-5-14

SCHEDULE A

Mark	App. No./Reg. No.	Class	Goods/Services
BLUE WATER. WHITE SAND. REDNECKS.	85854677	3	After shave lotion, after-sun lotion, bath gel, cologne, cosmetics, facial cleansers, hair conditioner, make-up, nail polish, perfume, shampoo, skin bronzer, skin lotion, soaps, sun tan lotion, sun tan oil, sunscreen
BLUE WATER. WHITE SAND. REDNECKS.	85854674	25	Clothing, namely, shirts, T-shirts, polo shirts, tank tops, sweaters, sweatshirts, blouses, jerseys, pants, shorts, skirts, dresses, swimwear, loungewear, sleepwear, underwear, boxer shorts, leggings, hosiery, socks, scarves, gloves, mittens, coats, jackets, vests; belts; baby bibs not of paper; headwear; footwear
BLUE WATER. WHITE SAND. REDNECKS.	85854649	29	Preparations for making soups, gumbo mixes, broth, bouillon, and fish stock; meat, fish, poultry and game; meat extracts; preserved, frozen, dried and cooked fruits and vegetables; jellies, jams, compotes, eggs, milk and milk products; edible oils and fats; cheese; pickles; prepared, refrigerated entrees and meals consisting primarily of meat, seafood, or poultry; prepared, refrigerated entrees, meals, and side items consisting primarily of vegetables, beans, soups, fruit salads and vegetable salads; prepared, refrigerated salads, namely, chicken salad, cole slaw, and potato salad; frozen appetizers, namely, breaded and coated vegetables, meat, chicken and/or cheese combinations; vegetable based spreads, meat based spreads, cheese spreads; dips, excluding salsa and other sauces used as dips, snack dips, cheese dips, guacamole, hummus, chile con queso
BLUE WATER. WHITE SAND. REDNECKS.	85854668	30	Condiments, namely, hot sauces, pepper sauce, BBQ sauce, cocktail sauce, tartar sauce, mustard, hot mustard, steak sauce, catsup, hot catsup, salsa, salad dressings and relishes; mixes for bakery goods, cakes, flour, corn meal, pancake mix, fried vegetable coating mixes, hush puppy mix, corn

			fritters mix, cornbread mix, cornbread dressing mix, biscuit mix, grits, dry meat rubs, fried chicken batter mix, catfish batter mix, fish batter mix, shrimp and crab boil, fried shrimp batter mix; seasonings, namely, salt, black pepper, red pepper, white pepper, salt and pepper mix, lemon pepper, hot salt, paprika, chili powder, 5 pepper mix, garlic powder, garlic salt, onion powder, onion salt, onion pepper, cumin, bay leaves, cayenne peppers, mustard seed, cinnamon, chives, allspice, mace, oregano, tarragon, sage, basil, celery salt, celery seed, dill seed, cavender seed, thyme, cardamom, seasame, masa, table syrup, salsa dip and honey; spices; marinades; coffee; tea, cocoa; sugar, rice, tapioca, sago, preparations made from cereals; bread, pastry and confectionary; ices; treacle; yeast, baking powder; vinegar; sauces (condiments); spices; pies; cakes; bakery desserts; pastries; cookies; brownies; frozen flavored ice; and frozen fruit juice bars; fruit drinks, fruit juices, fruit-based soft drinks flavored with tea, lemonades; bottled water, still water, sparkling water, flavored water, drinking water with vitamins; energy drinks, sports drinks; soft drinks, soda pops; Tea, fruit tea, green tea, black tea, herbal tea, iced tea; prepared coffee and coffee based beverages
BLUE WATER. WHITE SAND. REDNECKS.	85854656	32	Beer
BLUE WATER. WHITE SAND. REDNECKS.	85854663	34	Electronic cigarettes; cigarettes; cigars; smoking pipes; tobacco; herbs for smoking; cigarette holders; cigarette lighters not of precious metal; ashtrays
GET YOUR REDNECK ON	85777392	25	Clothing, namely, shirts, sweatshirts, shorts, pants; headwear
REDNECK RIVIERA	85854736	3	After shave lotion, after-sun lotion, bath gel, cologne, cosmetics, facial cleansers, hair conditioner, make-up, nail polish, perfume, shampoo, skin bronzer, skin lotion, soaps, sun tan lotion, sun tan oil, sunscreen

	85854731	25	Clothing, namely, shirts, T-shirts, polo shirts, tank tops, sweaters, sweatshirts, blouses, jerseys, pants, shorts, skirts, dresses, swimwear, loungewear, sleepwear, underwear, boxer shorts, leggings, hosiery, socks, scarves, gloves, mittens, coats, jackets, vests; belts; baby bibs not of paper; headwear; footwear
	85854690	29	Preparations for making soups, gumbo mixes, broth, bouillon, and fish stock; meat, fish, poultry and game; meat extracts; preserved, frozen, dried and cooked fruits and vegetables; jellies, jams, compotes, eggs, milk and milk products; edible oils and fats; cheese; pickles; prepared, refrigerated entrees and meals consisting primarily of meat, seafood, or poultry; prepared, refrigerated entrees, meals, and side items consisting primarily of vegetables, beans, soups, fruit salads and vegetable salads; prepared, refrigerated salads, namely, chicken salad, cole slaw, and potato salad; frozen appetizers, namely, breaded and coated vegetables, meat, chicken and/or cheese combinations; vegetable based spreads, meat based spreads, cheese spreads; dips, excluding salsa and other sauces used as dips, snack dips, cheese dips, guacamole, hummus, chile con queso
	85854695	30	Condiments, namely, hot sauces, pepper sauce, BBQ sauce, cocktail sauce, tartar sauce, mustard, hot mustard, steak sauce, catsup, hot catsup, salsa, salad dressings and relishes; mixes for bakery goods, cakes, flour, corn meal, pancake mix, fried vegetable coating mixes, hush puppy mix, corn fritters mix, cornbread mix, cornbread dressing mix, biscuit mix, grits, dry meat rubs, fried chicken batter mix, catfish batter mix, fish batter mix, shrimp and crab boil, fried shrimp batter mix; seasonings, namely, salt, black pepper, red pepper, white pepper, salt and pepper mix, lemon pepper, hot salt, paprika, chili powder, 5 pepper mix, garlic powder, garlic salt, onion powder, onion salt, onion pepper, cumin, bay leaves, cayenne peppers, mustard seed, cinnamon, chives, allspice, mace, oregano, tarragon, sage, basil, celery salt, celery seed, dill seed, cavender seed, thyme, cardamom, seasame, masa, table syrup, salsa dip and honey; spices; marinades; coffee; tea, cocoa; sugar, rice, tapioca, sago,

			preparations made from cereals; bread, pastry and confectionary; ices; treacle; yeast, baking powder; vinegar; sauces (condiments); spices; pies; cakes; bakery desserts; pastries; cookies; brownies; frozen flavored ice; and frozen fruit juice bars; fruit drinks, fruit juices, fruit-based soft drinks flavored with tea, lemonades; bottled water, still water, sparkling water, flavored water, drinking water with vitamins; energy drinks, sports drinks; soft drinks, soda pops; Tea, fruit tea, green tea, black tea, herbal tea, iced tea; prepared coffee and coffee based beverages
REDNECK RIVIERA	85854726	32	Beer
REDNECK RIVIERA	85854719	34	Electronic cigarettes; cigarettes; cigars; smoking pipes; tobacco; herbs for smoking; cigarette holders; cigarette lighters not of precious metal; ashtrays
REDNECK RIVIERA FEST	85789873	41	Entertainment services, namely, live and televised performances featuring musical, dance, dramatic, and comedic presentations; live music concerts; film, theater, radio, videotape and television program production services; entertainment in the nature of a continuing television drama series, entertainment in the nature of a continuing television comedy series; entertainment in the nature of television news shows; music publishing services; song writing services; audio recording and production; record and music production; recording studio services; magazine publication services; providing on-line non-downloadable general feature magazines; recreational camps; amusement parks; theme parks; art exhibitions; museums; dance instruction; dance events; entertainment services, namely, providing podcasts in the field of music; entertainment services, namely, providing information and commentary online in the field of music; providing newsletters in the field of music via e-mail; entertainment services, namely, providing pre-recorded music, video and graphics, providing information in the field of music, and

			commentary and articles about music, all on-line; providing an Internet website portal featuring musical performances, musical videos, film clips, photographs and other multimedia materials; fan club services; educational services, namely, conducting classes, seminars, conferences, and workshops in the field of music and entertainment
REDNECK RIVIERA	3962132	25	Shirts
REDNECK RIVIERA	85784426	25	Clothing, namely, shirts, T-shirts, polo shirts, tank tops, sweaters, sweatshirts, blouses, jerseys, pants, shorts, skirts, dresses, swimwear, loungewear, sleepwear, underwear, boxer shorts, leggins, hosiery, socks, scarves, gloves, mittens, coats, jackets, vests; belts; baby bibs not of paper; headwear; footwear
REDNECK RIVIERA	85784401	29	Preparations for making soups, gumbo mixes, broth, bouillon, and fish stock; meat, fish, poultry and game; meat extracts; preserved, frozen, dried and cooked fruits and vegetables; jellies, jams, compotes, eggs, milk and milk products; edible oils and fats; cheese; pickles; prepared, refrigerated entrees and meals consisting primarily of meat, seafood, or poultry; prepared, refrigerated entrees, meals, and side items consisting primarily of vegetables, beans, soups, fruit salads and vegetable salads; prepared, refrigerated salads, namely, chicken salad, cole slaw, and potato salad; frozen appetizers, namely, breaded and coated vegetables, meat, chicken and/or cheese combinations; vegetable based spreads, meat based spreads, cheese spreads; dips, excluding salsa and other sauces used as dips, snack dips, cheese dips, guacamole, hummus, chile con queso
REDNECK RIVIERA	85784430	30	Condiments, namely, hot sauces, pepper sauce, BBQ sauce, cocktail sauce, tartar sauce, mustard, hot mustard, steak sauce, catsup, hot catsup, salsa, salad dressings and relishes; mixes for bakery goods, cakes, flour, corn meal, pancake mix, fried vegetable coating mixes, hush puppy mix, corn fritters mix, cornbread mix, cornbread dressing mix, biscuit mix, grits, dry meat rubs, fried chicken batter mix, catfish batter mix, fish batter mix, shrimp and

			crab boil, fried shrimp batter mix; seasonings, namely, salt, black pepper, red pepper, white pepper, salt and pepper mix, lemon pepper, hot salt, paprika, chili powder, 5 pepper mix, garlic powder, garlic salt, onion powder, onion salt, onion pepper, cumin, bay leaves, cayenne peppers, mustard seed, cinnamon, chives, allspice, mace, oregano, tarragon, sage, basil, celery salt, celery seed, dill seed, cavender seed, thyme, cardamom, seasame, masa, table syrup, salsa dip and honey; spices; marinades; coffee; tea, cocoa; sugar, rice, tapioca, sago, preparations made from cereals; bread, pastry and confectionary; ices; treacle; yeast, baking powder; vinegar; sauces (condiments); spices; pies; cakes; bakery desserts; pastries; cookies; brownies; frozen flavored ice; and frozen fruit juice bars; fruit drinks, fruit juices, fruit-based soft drinks flavored with tea, lemonades; bottled water, still water, sparkling water, flavored water, drinking water with vitamins; energy drinks, sports drinks; soft drinks, soda pops; Tea, fruit tea, green tea, black tea, herbal tea, iced tea; prepared coffee and coffee based beverages
REDNECK RIVIERA	85784413	34	Electronic cigarettes; cigarettes; cigars; smoking pipes; tobacco; herbs for smoking; cigarette holders; cigarette lighters not of precious metal; ashtrays
REDNECK RIVIERA	85789870	41	Entertainment services, namely, live and televised performances featuring musical, dance, dramatic, and comedic presentations; live music concerts; film, theater, radio, videotape and television program production services; entertainment in the nature of a continuing television drama series, entertainment in the nature of a continuing television comedy series; entertainment in the nature of television news shows; music publishing services; song writing services; audio recording and production; record and music production; recording studio services; magazine publication services; providing on-line non-downloadable general feature magazines; recreational camps; amusement parks; theme parks; art exhibitions; museums; dance instruction; dance events; entertainment services, namely, providing podcasts in the field of music; entertainment services, namely, providing information and commentary online in the field of music; providing newsletters in the field of music

			via e-mail; entertainment services, namely, providing pre-recorded music, video and graphics, providing information in the field of music, and commentary and articles about music, all on-line; providing an Internet website portal featuring musical performances, musical videos, film clips, photographs and other multimedia materials; fan club services; educational services, namely, conducting classes, seminars, conferences, and workshops in the field of music and entertainment
REDNECK RIVIERA	4168228	41	Casino services
REDNECK RIVIERA	85784407	43	Hotel, bar and restaurant services