

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM297661

|   |  |                       |                        |
|---|--|-----------------------|------------------------|
| <b>SUBMISSION TYPE:</b>   | NEW ASSIGNMENT                               |                       |                        |
| <b>NATURE OF CONVEYANCE:</b>  | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL |                       |                        |
| <b>CONVEYING PARTY DATA</b>   |  |                       |                        |
| <b>Name</b>   | <b>Formerly</b>                              | <b>Execution Date</b> | <b>Entity Type</b>     |
| Nudie Pty. Ltd.   |  | 12/16/2013            | CORPORATION: AUSTRALIA |
| <b>RECEIVING PARTY DATA</b>   |  |                       |                        |
| <b>Name:</b>  | Nudie Jeans Co. AB                           |                       |                        |
| <b>Street Address:</b>  | Vastra Hamngatan 6                           |                       |                        |
| <b>Internal Address:</b>  | SE-411 117                                   |                       |                        |
| <b>City:</b>  | Goteborg                                     |                       |                        |
| <b>State/Country:</b>   | SWEDEN                                       |                       |                        |
| <b>Entity Type:</b>   | CORPORATION: SWEDEN                          |                       |                        |
| <b>PROPERTY NUMBERS Total: 1</b>  |  |                       |                        |
| <b>Property Type</b>  | <b>Number</b>                                | <b>Word Mark</b>      |                        |
| <b>Serial Number:</b>   | 78446607                                     | NUDIE                 |                        |
| <b>CORRESPONDENCE DATA</b>  |  |                       |                        |
| <b>Fax Number:</b>  | 5035955301                                   |                       |                        |
| <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i> |  |                       |                        |
| <b>Phone:</b>   | 503-595-5300                                 |                       |                        |
| <b>Email:</b>   | ptotmdocket@klarquist.com                    |                       |                        |
| <b>Correspondent Name:</b>  | Ramon A. Klitzke II                          |                       |                        |
| <b>Address Line 1:</b>  | 121 SW Salmon Street,                        |                       |                        |
| <b>Address Line 2:</b>  | One World Trade Center, Suite 1600           |                       |                        |
| <b>Address Line 4:</b>  | Portland, OREGON 97204                       |                       |                        |
| <b>ATTORNEY DOCKET NUMBER:</b>  | 8079-88853-01/RAK                            |                       |                        |
| <b>DOMESTIC REPRESENTATIVE</b>  |  |                       |                        |
| <b>Name:</b>  | Klarquist Sparkman, LLP                      |                       |                        |
| <b>Address Line 1:</b>  | 121 SW Salmon Street,                        |                       |                        |
| <b>Address Line 2:</b>  | One World Trade Center, Suite 1600           |                       |                        |
| <b>Address Line 4:</b>  | Portland, OREGON 97204                       |                       |                        |
| <b>NAME OF SUBMITTER:</b>   | Ramon A. Klitzke II                          |                       |                        |
| <b>SIGNATURE:</b>   | /Ramon A. Klitzke II/                        |                       |                        |
| <b>DATE SIGNED:</b>   | 03/10/2014                                   |                       |                        |

CH \$40.00 78446607

**Total Attachments: 1**

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

ASSIGNMENT OF TRADEMARK UNDER 37 C.F.R. 3.11

WHEREAS, Nudie Pty. Ltd., a corporation duly organized under and pursuant to the laws of Australia and having its principal place of business at 77 Cornish Circle, Eastgardens, NSW 2036 Australia has adopted and is the owner of the trademark NUDIE for the specific goods identified herein (hereinafter, the "Trademark") and the application to register the Trademark for "bags, namely duffel bags and carry all bags; backpacks, fanny packs, haversacks and satchels; valises, suitcases, garment bags and trunks; purses, wallets, handbags, briefcases, and key cases; umbrellas and parasols and covers therefor" in Class 18 now pending in the United States Patent and Trademark Office, Serial No. 78446607 (herein after, the "Application"); and

WHEREAS, Nudie Jeans Co. AB, a corporation duly organized under and pursuant to the laws of Sweden and having its principal place of business at Västra Hamngatan 6, SE-411 17 Göteborg, Sweden, is a successor to the business of the applicant, or portion thereof, to which the Trademark pertains, and is desirous of acquiring said Trademark.

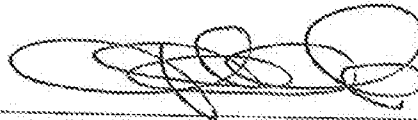
NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Nudie Pty. Ltd. hereby assigns to Nudie Jeans Co. AB, all right, title and interest in the United States in and to the Trademark together with the Application.

Signed at SYDNEY, AUSTRALIA

Date: 16, DECEMBER, 2013

NUDIE PTY. LTD.

By: \_\_\_\_\_



Name: \_\_\_\_\_

JAMES A JAKA

Title: \_\_\_\_\_

CHIEF EXECUTIVE OFFICER