

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM299481

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Michael Muir		03/24/2014	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	James Muir		
Street Address:	2567 Walnut Avenue		
City:	Venice		
State/Country:	CALIFORNIA		
Postal Code:	90291		
Entity Type:	INDIVIDUAL: UNITED STATES		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Registration Number:	1864794	DOG TOWN	
Registration Number:	1900751	DOG TOWN	
Registration Number:	2327486	DOGTOWN	
Registration Number:	2728987	DOGTOWN	
Registration Number:	2812318	DOGTOWN	
Registration Number:	2812319	DOGTOWN	
CORRESPONDENCE DATA			
Fax Number:	3102283953		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	310.228.3700		
Email:	rwalsh@smrh.com		
Correspondent Name:	Jill M. Pietrini		
Address Line 1:	1901 Avenue of the Stars, Suite 1600		
Address Line 4:	Los Angeles, CALIFORNIA 90067		
ATTORNEY DOCKET NUMBER:	36GF-178911		
NAME OF SUBMITTER:	Jill M. Pietrini		
SIGNATURE:	//jmp//		
DATE SIGNED:	03/27/2014		
Total Attachments: 1			


CH \$165.00 1864794

TRADEMARK

**ASSIGNMENT OF TRADEMARKS AND
THE UNITED STATES REGISTRATIONS THEREOF**

This assignment is made by and between Michael Muir, an individual, having his principal place of business at 2937 Glenn Avenue, Santa Monica, California 90405 (hereinafter "Assignor") and James Muir, an individual, having his principal place of business at 2567 Walnut Avenue, Venice, California 90291 (hereinafter "Assignee").

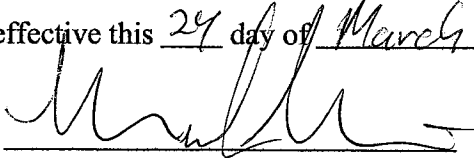
WHEREAS, Assignor owns all rights, title and interest in and to the trademarks and United States Registrations thereof identified below (hereinafter the "Marks" and "Registrations", respectively), along with the goodwill of the business appurtenant to said Marks:

<u>Trademark</u>	<u>Registration No.</u>	<u>Registration Date</u>
DOGTOWN	1,864,794	November 29, 1994
	1,900,751	June 20, 1995
DOGTOWN	2,327,486	March 14, 2000
DOGTOWN	2,728,987	June 24, 2003
DOGTOWN	2,812,318	February 10, 2004
DOGTOWN	2,812,319	February 10, 2004

WHEREAS, James Muir desires to acquire all right, title and interest to the Marks and Registrations.

NOW, THEREFORE, in consideration of good and valuable consideration, the receipt of which is hereby acknowledged, Michael Muir hereby assigns to James Muir all right, title and interest in the United States and in any other country in the world in and to the Marks and Registrations, together with the goodwill of the business symbolized by the Marks, together with any and all claims, demands, and causes of action for infringement, of the Marks, past, present and future, and all of the proceeds from the foregoing.

Signed at Santa Monica, California, effective this 29 day of March, 2014.


Michael Muir

SMRH:417516890.1