

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM303456

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Spy Optic Inc.		05/02/2014	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	DEJ Holdings, LLC		
Street Address:	349 Cayuga Drive		
City:	Moorseville		
State/Country:	NORTH CAROLINA		
Postal Code:	28117		
Entity Type:	LIMITED LIABILITY COMPANY: NORTH CAROLINA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3775539	DIRTY MO	
CORRESPONDENCE DATA			
Fax Number:	9498556371		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	9498551246		
Email:	jweissberger@stetinalaw.com		
Correspondent Name:	Kit M. Stetina, Esq.		
Address Line 1:	75 Enterprise, Suite 250		
Address Line 4:	Aliso Viejo, CALIFORNIA 92656		
ATTORNEY DOCKET NUMBER:	SPYNO-337T		
NAME OF SUBMITTER:	Kit M. Stetina		
SIGNATURE:	/kit m. stetina/		
DATE SIGNED:	05/02/2014		
Total Attachments: 1			
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TRADEMARK ASSIGNMENT

WHEREAS, **Spy Optic Inc.**, a California corporation, having a principal place of business at **2070 Las Palmas Drive, Carlsbad, California 92011** (hereinafter "ASSIGNOR"), has adopted, used, and is using the mark **DIRTY MO**, **Registration No. 3,775,539** registered with the United States Patent and Trademark Office on **April 13, 2010** (hereinafter "Mark"); and

WHEREAS, **DEJ Holdings, LLC**, a North Carolina limited liability company, having a principal place of business at **349 Cayuga Drive, Mooresville, North Carolina 28117** (hereinafter "ASSIGNEE"), is desirous of acquiring said Mark and the registration thereof;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, said ASSIGNOR does hereby assign unto said ASSIGNEE, all right, title, and interest in and to said Mark, together with the goodwill of the business symbolized by the Mark in the above-identified registration thereof and the right to bring action and collect damages for any past infringement of said Mark.

IN TESTIMONY WHEREOF, ASSIGNOR hereunto sets its hand and seal this 2nd day of May, 2014.

Spy Optic, Inc.

By:



Michael Marckx, President