

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM305491

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	11/02/2009		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Chris Lindland		04/30/2014	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Betabrand Corporation		
Street Address:	780 Valencia Street		
City:	San Francisco		
State/Country:	CALIFORNIA		
Postal Code:	94110		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3440302	CORDAROUNDS	
CORRESPONDENCE DATA			
Fax Number:			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	4158859800		
Email:	trademark@prangerlaw.com		
Correspondent Name:	Holly Pranger		
Address Line 1:	3223 Webster Street		
Address Line 4:	San Francisco, CALIFORNIA 94123		
NAME OF SUBMITTER:	Holly Pranger		
SIGNATURE:	/Holly Pranger/		
DATE SIGNED:	05/23/2014		
Total Attachments: 2			
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OP \$40.00 3440302

NUNC PRO TUNC TRADEMARK ASSIGNMENT

This assignment is made by and between Chris Lindland, an individual, having an address at 238 Fort Mason, San Francisco 94123, ("Assignor") and Betabrand Corporation, a Delaware corporation, having a business address of 780 Valencia Street, San Francisco, California, 94110, ("Assignee").

WHEREAS, on or about November 2, 2009 (hereinafter the "Effective Date"), Assignee acquired from Assignor all rights, title and interest in and to the trademark and the United States Registration therefore identified below (the "Mark" or the "Registration"), along with the goodwill of the business appurtenant to the Mark:

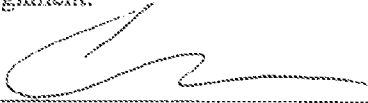
TRADEMARK	REGISTRATION NO.	REGISTRATION DATE
CORDAROUNDS	3440302	June 3, 2008

WHEREAS, Assignor desires to formalize his transfer of the entire right, title and interest in and to the Mark, and the attendant goodwill symbolized thereby, *nunc pro tunc* the Effective Date, and further desires to reflect such transfer in the records of the United States Patent and Trademark Office;

NOW THEREFORE, TO WHOM IT MAY CONCERN, be it known that Assignor does hereby expressly acknowledge his prior assignment of the Mark to Assignee on the Effective Date, and for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, Assignor does hereby sell, assign, and transfer unto Assignee, its successors, assigns, and legal representatives, *nunc pro tunc* on the Effective Date, the full and entire right,

title, and interest in and to the Mark, and the attendant good will symbolized thereby, the same to vest in Assignee immediately.

IN WITNESS WHEREOF, Assignor has caused this instrument to be executed as of the Effective Date by its duly authorized representative, who hereby acknowledges the aforesaid prior assignment.

By: 

Name: Chris Lindland

Date: 4/30/2014