

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM305568

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	NUNC PRO TUNC ASSIGNMENT
<b>EFFECTIVE DATE:</b>	03/18/2010

## CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Chris Lindland		05/16/2014	INDIVIDUAL: UNITED STATES

## RECEIVING PARTY DATA

<b>Name:</b>	Betabrand Corporation
<b>Street Address:</b>	780 Valencia Street
<b>City:</b>	San Francisco
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	94110
<b>Entity Type:</b>	CORPORATION: DELAWARE

## PROPERTY NUMBERS Total: 3

Property Type	Number	Word Mark
Registration Number:	3975555	BETABRAND
Registration Number:	3975554	BETABRAND
Registration Number:	3975553	BETABRAND

## CORRESPONDENCE DATA

## Fax Number:

*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.*

Phone: 4158859800  
 Email: trademark@prangerlaw.com  
 Correspondent Name: Holly Pranger  
 Address Line 1: 3223 Webster Street  
 Address Line 4: San Francisco, CALIFORNIA 94123

<b>NAME OF SUBMITTER:</b>	Holly Pranger
<b>SIGNATURE:</b>	/Holly Pranger/
<b>DATE SIGNED:</b>	05/23/2014

## Total Attachments: 2

source=NPT TM Assignment C. Lindland to Betabrand Corporation (BETABRAND marks) executed#page1.tif  
 source=NPT TM Assignment C. Lindland to Betabrand Corporation (BETABRAND marks) executed#page2.tif

OP \$90.00 3975555

**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, California, 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 March 18, 2010 (hereinafter the “Effective Date”), Assignee acquired from Assignor all rights, title and interest in and to the trademarks and the United States Registrations therefore identified below (the “Marks” or the “Registrations”), along with the goodwill of the business appurtenant to the Marks:

<b>TRADEMARK</b>	<b>CLASS</b>	<b>REGISTRATION NO.</b>	<b>REGISTRATION DATE</b>
BETABRAND	035	3975555	June 7, 2011
BETABRAND	025	3975554	June 7, 2011
BETABRAND	018	3975553	June 7, 2011

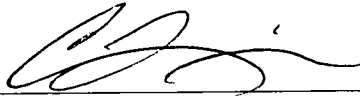
WHEREAS, Assignor desires to formalize his transfer of the entire right, title and interest in and to the Marks, and the attendant goodwill symbolized thereby, *nunc pro tunc* the Effective Date, and further desires to reflect such transfer in the records of the United States Patent and Trademark Office;

NOW THEREFORE, TO WHOM IT MAY CONCERN, be it known that Assignor does hereby expressly acknowledge his prior assignment of the Marks 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 Marks, 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.

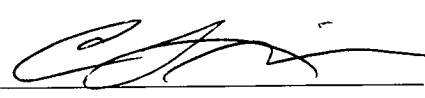
ASSIGNOR CHRIS LINDLAND

By: 

Name: Chris Lindland

Date: 5/16/2014

ASSIGNEE BETABRAND CORPORATION

By: 

TITLE: CEO

Date: 5/16/2014