

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM305981

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
RUFF RYDERS MERCHANDISING, INC.		05/28/2014	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	RUFF RYDERS, INC.		
Street Address:	33 South Broadway		
City:	Yonkers		
State/Country:	NEW YORK		
Postal Code:	10701		
Entity Type:	CORPORATION: NEW YORK		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	2422962	R	
Registration Number:	2847644	R	
Registration Number:	3216680	RUFF RYDERS	
Registration Number:	3909317	R	
Registration Number:	4221833	R	
CORRESPONDENCE DATA			
Fax Number:	6103970450		
<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:	610-397-6500		
Email:	cdonahue@foxrothschild.com		
Correspondent Name:	FOX ROTHSCHILD LLP		
Address Line 1:	10 Sentry Parkway, Suite 200		
Address Line 2:	Attn: Lindette Hassan		
Address Line 4:	Blue Bell, PENNSYLVANIA 19422		
ATTORNEY DOCKET NUMBER:	109493.00002		
NAME OF SUBMITTER:	Carol Donahue		
SIGNATURE:	/ Carol Donahue /		
DATE SIGNED:	05/29/2014		

OP \$140.00 2422962

Total Attachments: 3

source=Trademark_Assignment#page1.tif

source=Trademark_Assignment#page2.tif

source=Trademark_Assignment#page3.tif

ASSIGNMENT OF TRADEMARKS

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, **RUFF RYDERS MERCHANDISING, INC.**, a New York corporation with an address of 200 West 57th Street, Suite 200, New York, New York 10019 ("Assignor"), for itself and its successors and assigns, does hereby sell, assign, transfer and convey unto **RUFF RYDERS, INC.**, a New York corporation with an address of 33 South Broadway, Yonkers, New York 10701 ("Assignee"), its successors and assigns, all of the right, title and interest that Assignor may have in and to the trademark registrations set forth on Schedule A attached hereto and made a part hereof, together with all goodwill associated therewith (collectively, the "Marks").

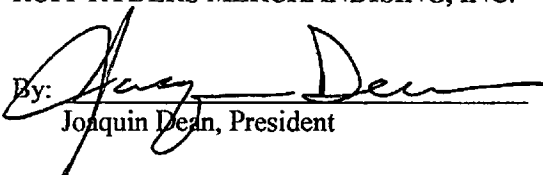
Assignor represents to Assignee that Assignor has not assigned or transferred to any third party (other than Assignee) any rights that Assignor may have in or to the Marks, in whole or in part, including without limitation any security interest that may have been granted to a financial institution or other lender.

This Assignment of Trademarks includes the right to apply for registration of the Marks in any and all jurisdictions where such registration is desired by Assignee, the right to renew any existing registrations, and the right to claim for any and all damages by reason of past infringement of such Marks, with the right to sue for and collect the same for Assignee's own use and enjoyment and for the use and enjoyment of its successors and assigns.

IN WITNESS WHEREOF, Assignor has caused this Assignment of Trademarks to be executed by its duly authorized officer as of this 28 day of May, 2014.


PATRICIA RENDON
NOTARY PUBLIC-STATE OF NEW YORK
No. 01RE6169293
Qualified in Bronx County
My Commission Expires June 25, 2015




RUFF RYDERS MERCHANDISING, INC.


By: 
Joaquin Dean, President

SWORN TO BEFORE ME ON THIS
28 DAY OF May, 2014

SCHEDULE A

List of Trademarks

	<u>MARK</u>	<u>REG. DATE; REG. NO.</u>	<u>CLASS; GOODS / SERVICES</u>
1.	<p>“R” [Stylized]</p> 	01/23/2001; 2,422,962	<p><u>Class 9</u>: Pre-recorded compact discs, audio cassettes and vinyl records featuring music; and prerecorded videocassettes featuring music</p>
2.	<p>“R” [Stylized]</p> 	06/01/2004; 2,847,644	<p><u>Class 35</u>: Promoting musical performers through the distribution of printed, audio and video promotional materials and sound recordings and promoting the concerts of others</p> <p><u>Class 41</u>: Record production services; video production services; and film production services</p>
3.	<p>“RUFF RYDERS”</p>	03/13/2007; 3,216,680	<p><u>Class 9</u>: Pre-recorded compact discs vinyl records and audio cassettes featuring music; and prerecorded videocassettes featuring music and musical performances</p>
4.	<p>“R” [Stylized]</p> 	01/18/2011; 3,909,317	<p><u>Class 12</u>: Land vehicle parts, namely, badges for vehicles, grills, grill bars, headlamp covers, tail lamp covers, rear view mirrors, mirror block-offs, wheels, engine covers, steering wheels, steering wheel covers, sun visors, windshield shade screens, running boards, seat covers, headrest covers, floor mats, license plate frames, license plate holders, license plate fasteners, truck bed</p>

	<u>MARK</u>	<u>REG. DATE; REG. NO.</u>	<u>CLASS; GOODS / SERVICES</u>
			<p>extenders, automotive cargo racks, automotive interior trim, and metal covers used to cover automotive shock parts; motorcycle parts, namely, handle bar grips, motorcycle grip tape, motorcycle spikes, pegs, top clamps, triple clamps, brake rotors, wheel sprockets, stator covers, engine covers, clutch covers, swing arms, handle bar ends, chain guards, fork caps, gas caps, grab rails, kick stands, kick starters, handle bar control levers, shift levers, rear view mirrors, mirror block-offs, rear sets, rear wheel sprockets, reservoir caps, caps for wheel rims, pivot caps, axle caps, hub caps, hub cap covers, spinners, motor mount caps, hitch caps, license plate frames, license plate holders and license plate fasteners</p>
5.	<p>"R" [Stylized]</p> 	<p>10/09/2012; 4,221,833</p>	<p><u>Class 25</u>: Hats; Jackets; Jeans; Sweatshirts; T-shirts; Vests</p>