

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM313700

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Fender Musical Instruments Corporation		08/08/2014	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Cordoba Music Group, Inc.		
Street Address:	1455 19th Street		
City:	Santa Monica		
State/Country:	CALIFORNIA		
Postal Code:	90404		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2400057	DEARMOND	
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>			
Email:	ip@musicesq.com		
Correspondent Name:	Ronald S. Bienstock, Esq.		
Address Line 1:	411 Hackensack Avenue		
Address Line 2:	7th Floor		
Address Line 4:	Hackensack, NEW JERSEY 07601		
NAME OF SUBMITTER:	Ronald S. Bienstock, Esq.		
SIGNATURE:	/ronaldsbienstock/		
DATE SIGNED:	08/12/2014		
Total Attachments: 2			
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OP \$40.00 2400057

TRADEMARK ASSIGNMENT

This Assignment ("Assignment") is made effective as of Aug. 8, 2014 from Fender Musical Instruments Corporation, a Delaware corporation, having offices located at 17600 N. Perimeter Drive, Ste. 100 Scottsdale, Arizona 85255, along with its parents, subsidiaries, affiliates, assignees, agents, and licensees (collectively, "Assignor"), and Cordoba Music Group, Inc., a California corporation, having an address at 1455 19th Street, Santa Monica, California 90404 ("Assignee").

WHEREAS, ASSIGNOR owns the following United States Trademark Registration (the "Mark"):

U.S. Registration No. 2,400,057 for "DEARMOND"

together with the goodwill of the business symbolized thereby in connection with the goods/services for which the Mark is used (the "Goods/Services").

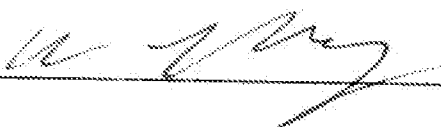
WHEREAS, ASSIGNOR desires to convey, transfer, assign, deliver, and contribute to ASSIGNEE all of its rights, title, and interest in and to the Mark.

NOW, THEREFORE, in consideration of the payment of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby conveys, transfers, assigns, delivers, and contributes to ASSIGNEE all of ASSIGNOR'S right, title, and interest of whatever kind in and to the Mark, together with (1) the goodwill of the business relating to Goods/Services for which the Mark is used and for which they are registered, (2) all income, royalties, and damages hereafter due or payable to ASSIGNOR with respect to the Mark, including without limitation, damages, and payments for past or future infringements and misappropriations of the Mark, and (3) all rights to sue for past, present and future infringements or misappropriations of the Mark.

ASSIGNOR further covenants that it will execute all documents, papers, forms and authorizations and take all other actions that may be reasonably necessary for securing, completing, or vesting in ASSIGNEE full right, title, and interest in the Mark.

IN WITNESS WHEREOF, ASSIGNOR have duly executed under seal and delivered this Assignment, as of the day and year first above written.

ASSIGNOR:

By:  _____

Name: Alan Lundgren

Title: Associate General Counsel of Fender Musical Instruments Corporation

CERTIFICATE OF ACKNOWLEDGEMENT

State of Arizona)
)
County of)

On Aug. 8, 2014 before me, Robyn A. Orsini, Notary Public in and for said county, personally appeared Alan Lundgren, who has/have satisfactorily identified him/her/themselves as the signer(s) or/witness(es) to the above-referenced document.

Robyn A. Orsini

Notary Public

