

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM316848

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Shepard Fairey		09/10/2014	INDIVIDUAL: UNITED STATES
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Bold Strategies, Inc.		
<b>Street Address:</b>	1331 W. Sunset Blvd.		
<b>City:</b>	Los Angeles		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	90026		
<b>Entity Type:</b>	CORPORATION: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	85446095	OBEY RECORDS	
<b>Registration Number:</b>	4365576	OBEY MEDIA	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	8588761604		
<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>			
<b>Phone:</b>	8887504407		
<b>Email:</b>	westdocket@holleymenker.com		
<b>Correspondent Name:</b>	Gabrielle Holley/HOLLEY & MENKER, P.A.		
<b>Address Line 1:</b>	P.O. Box 96		
<b>Address Line 4:</b>	Solana Beach, CALIFORNIA 92075		
<b>ATTORNEY DOCKET NUMBER:</b>	1363.TM2583US09		
<b>NAME OF SUBMITTER:</b>	Gabrielle Holley		
<b>SIGNATURE:</b>	/GAHolley/		
<b>DATE SIGNED:</b>	09/12/2014		
<b>Total Attachments: 2</b>			
source=2014.09.10 Trademark Assignment to BS, Inc. [signed]#page1.tif			
source=2014.09.10 Trademark Assignment to BS, Inc. [signed]#page2.tif			

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**TRADEMARK ASSIGNMENT**

WHEREAS, Shepard Fairey, an individual citizen of the United States with a business address at 1331 W. Sunset Blvd., Los Angeles, California 90026 ("Assignor") owns the following trademark registration and pending trademark application (the "Registration and Application") in the U.S. Patent and Trademark Office, and the goodwill associated therewith (the "Marks"):

<u>TRADEMARK</u>	<u>REG./SERIAL NO.</u>	<u>REG./FILING DATE</u>
OBEY MEDIA	RN 4365576	Reg.: 2013-07-09
OBEY RECORDS	SN 85446095	Filed: 2011-10-12

WHEREAS, Bold Strategies, Inc., a California corporation with a business address at 1331 W. Sunset Blvd., Los Angeles, California 90026 ("Assignee") is desirous of acquiring the Registration and Application and Marks.

NOW, THEREFORE, for the sum of ten dollars (\$10.00) and other good and valuable consideration, the receipt of which is hereby acknowledged, the parties agree as follows:

1. Assignor does hereby assign unto Assignee, all right, title and interest in and to the Registration and Application and the Marks, together with any common law rights and the goodwill of the business symbolized therewith, as well as the right (but not the obligation) to assert the Registration and Application and Marks and to collect for all past, present and future infringements, and claims for damages and the proceeds thereof, including, without limitation, license royalties and proceeds of infringement suits and all rights corresponding thereto throughout the world by reason of any past and future acts of infringement that have occurred or may occur.
2. The portion of Assignor's business to which the Registration and Application and Marks pertain is an ongoing and existing business.



3. Assignee is the successor to the portion of Assignor's business to which the Registration and Application and Marks pertain.

4. This document may be executed in two counterparts, each of which shall be deemed to be an original and all such counterparts shall constitute but one and the same instrument.

Dated: September 19, 2014

SHEPARD FAIREY

By: 

Name: Shepard Fairey

BOLD STRATEGIES, INC.

By: 

Name: OLIVIA PERCHES

Title: SECRETARY