

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM318713

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Seal Trademarks Pty Ltd		09/03/2014	COMPANY: AUSTRALIA
RECEIVING PARTY DATA			
Name:	SurfStitch USA, Inc.		
Doing Business As:	SWELL		
Street Address:	121 Waterworks Way, Suite 100		
City:	Irvine		
State/Country:	CALIFORNIA		
Postal Code:	92618		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3112259	SWELL	
Registration Number:	4264853		
CORRESPONDENCE DATA			
Fax Number:	9492651199		
<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:	949.265.1100		
Email:	jharlow@fsglawyers.com		
Correspondent Name:	Bryan M. Friedman		
Address Line 1:	19800 MacArthur Blvd., Suite 1100		
Address Line 4:	Irvine, CALIFORNIA 92612		
ATTORNEY DOCKET NUMBER:	CULLENS/SWELL		
NAME OF SUBMITTER:	Bryan M. Friedman		
SIGNATURE:	/bryan friedman/		
DATE SIGNED:	10/01/2014		
Total Attachments: 3			
source=20140903 Trademark Assignment (executed)#page1.tif			
source=20140903 Trademark Assignment (executed)#page2.tif			
source=20140903 Trademark Assignment (executed)#page3.tif			

OP \$65.00 3112259

ASSIGNMENT OF INTELLECTUAL PROPERTY RIGHTS

WHEREAS, **Seal Trademarks Pty Ltd**, (ACN 127336127) a Queensland, Australia corporation having a principal place of business at 1 Billabong Place, Burleigh Heads, Queensland 4220, Australia ("**Assignor**"), is the owner of all right, title and interest in and to those trademarks set forth in the Schedule attached hereto (the "**Marks**"); and

WHEREAS, **SurfStitch USA, Inc.**, a Delaware corporation, located at 121 Waterworks Way, #100, Irvine, California 92618 USA , ("**Assignee**") is desirous of acquiring the entire right, title and interest in and to the Marks and the registrations thereof;

NOW, THEREFORE, for USD10.00 and other good and valuable consideration paid to the Assignor by the Assignee, the receipt and sufficiency of which is hereby acknowledged THE ASSIGNOR HEREBY ASSIGNS TO THE ASSIGNEE, effective as of 5 September, 2014, the entire right, title and interest in and to the Marks and the registrations thereof, together with the goodwill of the business symbolised by and associated with the Marks, including the right to take action for any infringements that occurred prior to or after the date of this Assignment, whether the infringement be an infringement under Trade Mark law or common law or other law.

The Assignor hereby authorises and requests the Trademarks Offices, and such officials, in foreign countries, as are duly authorised by their laws to register trademarks, to issue any and all certificates of registration of the Marks to the Assignee as the owner of the entire interest, for the sole use of the said Assignee, its permitted successors, assigns and legal representatives, or to issue other documents as appropriate to record the Assignee as owner of the Marks.

The Assignor will use its commercially reasonable efforts to sign, upon request made by the Assignee and at the Assignee's expense, any further documentation that may be required to record the Assignee as the owner of the Marks at any Trademark Office or equivalent authority responsible for registering trademarks or recording ownership of trademarks.

This Assignment shall be binding upon the undersigned's legal representatives.

[Signatures appear on the following page]

Signed at Burleigh Heads, Queensland, Australia

On 3rd day of September 2014

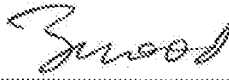
Assignor:

Executed by **Seal Trademarks Pty Ltd**



Name: **PETER DAVID MYERS**

Director



Name: **TRACEY WOOD**

Company Secretary

Signed at Burleigh Heads, Queensland, Australia

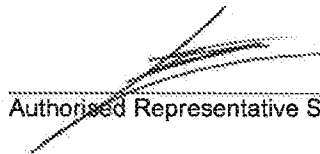
On 3rd day of September 2014

Assignee:

Signed for **SurfStitch USA, Inc.**

by its authorised representative

in the presence of:



Authorised Representative Signature



Witness Signature

SUE WITH BELISON

Print Name








LEX PEDERSEN

Print Name

PRESIDENT

Position

SCHEDULE
TRADEMARK REGISTRATIONS

Country	Registration or Application No	Trademark	Class	Application Date	Owner	Registration Date
USA	3112259	SWELL	25, 35	22/11/99	Seal Trademarks Pty Ltd	04/07/06
USA	4264853		25	14/05/09	Seal Trademarks Pty Ltd	25/12/12
Australia	1334142		25, 35	01/12/09	Seal Trademarks Pty Ltd	01/12/09
Australia	1109293 (IR879572)		25	09/02/06	Seal Trademarks Pty Ltd	09/02/06
European Union	IR879572		25	09/02/06	Seal Trademarks Pty Ltd	09/02/06
Japan	4868050	THERYDE ザライド	24,25	19/05/04	Seal Trademarks Pty Ltd	03/06/05
China	7887127		25	04/12/09	Seal Trademarks Pty Ltd	14/04/13
China	7887045	THE RYDE	25	04/12/09	Seal Trademarks Pty Ltd	21/01/11
European Union	008742141		25, 35, 41	09/12/09	Seal Trademarks Pty Ltd	11/06/10
Canada	1461213			02/12/09	Seal Trademarks Pty Ltd	Pending