

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM324418

<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>
Bob Schumacher		11/25/2014	INDIVIDUAL: UNITED STATES
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	You Can't Fake, LLC		
<b>Street Address:</b>	2419 N. Old Atherton Rd		
<b>City:</b>	Independence		
<b>State/Country:</b>	MISSOURI		
<b>Postal Code:</b>	64058		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: MISSOURI		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	86159972	YOU CAN'T FAKE REDNECK	
<b>Serial Number:</b>	86126063	YOU CAN'T FAKE	
<b>Serial Number:</b>	86126059	FAKE WEAR	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	8167531536		
<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>	8167531000		
<b>Email:</b>	uspt@polsinelli.com		
<b>Correspondent Name:</b>	Adam C. Rehm		
<b>Address Line 1:</b>	900 W. 48th Place, Suite 900		
<b>Address Line 4:</b>	Kansas City, MISSOURI 64112		
<b>ATTORNEY DOCKET NUMBER:</b>	078809-480250		
<b>NAME OF SUBMITTER:</b>	Adam C. Rehm		
<b>SIGNATURE:</b>	/Adam C. Rehm/		
<b>DATE SIGNED:</b>	11/25/2014		
<b>Total Attachments: 2</b>			
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CH \$90.00 86159972

**INTELLECTUAL PROPERTY ASSIGNMENT**

This Intellectual Property Assignment is made as of the 25<sup>th</sup> day of November, 2014 by and between Bob Schumacher, a U.S. citizen ("Assignor"), and You Can't Fake, LLC, a Missouri limited liability company, having an address at 2419 N. Old Atherton Rd., Independence, Missouri, U.S.A. 64058 ("Assignee").

Assignor desires to assign and Assignee desires to receive assignment of the following: i) all Assignor's right, title, and interest in and to all works of authorship subject to copyright protection in the United States and any other country; ii) all methods, processes, formulae, ideas, concepts, and know-how in which Assignor has any rights under the United States Patent Act or any similar law in any other country; iii) any and all trademark rights and any other intellectual property or rights which Assignor may now own under the laws of the United States or any other country; and iv) all intellectual property arising out of contracts with third parties (collectively and individually, the "Intellectual Property"). Specific items of Intellectual Property are listed in Exhibit A. The parties may decide from time to time to add additional items of Intellectual Property to Exhibit A, and when added, those items of Intellectual Property will be considered Intellectual Property subject to this Agreement and the assignments granted herein. The assignment is made in compliance with Section 10 of the Trademark Act, 15 U.S.C. §1060; 37 C.F.R. §3.16.

**NOW, THEREFORE**, for good and valuable consideration, receipt and sufficiency of which are hereby acknowledged, the following assignment is made:

1. **ASSIGNMENT.** Assignor hereby assigns, transfers, sells, conveys, and delivers to Assignee, its successors and assigns, all the interest of Assignor throughout the world in the Intellectual Property, together with all goodwill appurtenant thereto. The rights assigned include, but are not limited to, all rights under the United States or foreign patent, trademark, or copyright laws, regulations or policies; all reproduction, performance, display, distribution, renewal and other intellectual property rights; the right to modify, distort, and alter the Intellectual Property; the right to sue for past infringement and recover all proceeds from such suits; and all so-called moral rights. To the extent moral rights may not be assigned, Assignor hereby waives the benefit or protection of same, as to Assignee or any licensee or delegate of Assignee.

2. **AUTHORITY.** Assignor authorizes Assignee to record this assignment in the United States Copyright Office, United States Patent and Trademark Office, and in similar government offices throughout the world. Assignor agrees to sign such other or further documents as Assignee may require in order to perfect Assignee's sole and absolute right and title in and to the Intellectual Property, including all intellectual property rights therein and thereto.

**IN WITNESS WHEREOF**, the parties have executed this Intellectual Property Assignment as of the day and year first above written.

Bob Schumacher

You Can't Fake, LLC

By:

Signature

Bob Schumacher

Printed Name

Owner

Title

EXHIBIT A

Trademark	Application Serial No.	Filing Date
FAKE WEAR	86/126,059	November 21, 2013
YOU CAN'T FAKE	86/126,063	November 21, 2013
YOU CAN'T FAKE REDNECK	86/159,972	January 8, 2014