

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM349409

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Mikke Pierson		07/24/2015	INDIVIDUAL: UNITED STATES
Todd Roberts		07/24/2015	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Pineapple Trademarks Pty Ltd		
Street Address:	1 Billabong Place, Burleigh Heads		
City:	Queensland		
State/Country:	AUSTRALIA		
Postal Code:	4220		
Entity Type:	CORPORATION: AUSTRALIA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2017437	ZJ BOARDING HOUSE	
Registration Number:	2017435	ZJ	
CORRESPONDENCE DATA			
Fax Number:	7038164100		
<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:	703-816-4009		
Email:	dmb@nixonvan.com, lsp@nixonvan.com		
Correspondent Name:	Duane M. Byers		
Address Line 1:	Nixon & Vanderhye PC		
Address Line 2:	901 North Glebe Road, 11th Floor		
Address Line 4:	Arlington, VIRGINIA 22203		
ATTORNEY DOCKET NUMBER:	DMB-5026-164-165		
DOMESTIC REPRESENTATIVE			
Name:	Duane M. Byers		
Address Line 1:	Nixon & Vanderhye PC		
Address Line 2:	901 North Glebe Road, 11th Floor		
Address Line 4:	Arlington, VIRGINIA 22203		

OP \$65.00 2017437

NAME OF SUBMITTER:	Duane M. Byers
SIGNATURE:	/Duane M. Byers/
DATE SIGNED:	07/28/2015
Total Attachments: 3 source=5026-164-165-assignment#page1.tif source=5026-164-165-assignment#page2.tif source=5026-164-165-assignment#page3.tif	

ASSIGNMENT OF TRADEMARKS

WHEREAS, Mikke Pierson, an individual, and Todd Roberts, an individual (together referred to herein as "Assignor"), having a principal place of business of 2619 Main Street, Santa Monica, California 90405, are the owners of all right, title and interest in and to those trademarks set forth in Schedule A attached hereto (the "Marks"); and

WHEREAS, Pineapple Trademarks Pty Ltd, an Australian corporation or its nominee(s) ("Assignee"), having a principal place of business at 1 Billabong Place, Burleigh Heads, Queensland 4220, Australia, the successor to that portion of the ongoing and existing business of Assignor to which the Marks pertain, is desirous of acquiring the entire right, title and interest in and to the Marks and the registrations thereof.

NOW, THEREFORE, for USD \$10.00 and other good and valuable consideration paid to the Assignor by the Assignee, the receipt and sufficiency of which is hereby acknowledged, and subject to the terms of the Asset Purchase Agreement of even date herewith, THE ASSIGNOR HEREBY ASSIGNS TO THE ASSIGNEE the entire right, title and interest in and to the Marks and the registrations thereof, together with the goodwill of the business symbolized 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 authorizes and requests the United States Patent and Trademark Office, or such official in foreign countries as are duly authorized 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.

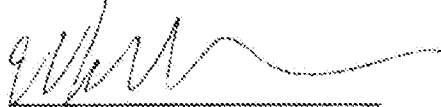
The Assignor hereby warrants and undertakes that it will forthwith sign, upon request made by the Assignee, any further documentation that may be required to record the Assignee

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.

July 24 [signatures appear on following pages]
DATED: ~~June 30~~, 2015

Assignor:




Mikke Pierson



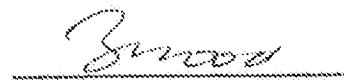
Todd Roberts

Assignee:

Pineapple Trademarks Pty Ltd by



Director



Director/Secretary

SCHEDULE A

TRADEMARKS

Trademark	Country	Status	Classes	Serial No.	Reg. No.
ZJ BOARDING HOUSE	USA	Registered Reg Date 11/19/1996	Class 25: clothing, namely T-shirts, hats, jackets, shorts and pants. Class 28: surfboards.	75014172	2017437
ZJ	USA	Registered Reg Date 11/19/1996	Class 25: clothing, namely T-shirts, hats, jackets, shorts and pants. Class 28: surfboards.	75013789	2017435