

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM352678

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
SOCIALGOOSE		08/24/2015	LIMITED LIABILITY COMPANY: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Michael Schaffer		
Street Address:	P.O. Box 1286		
City:	West Chicago		
State/Country:	ILLINOIS		
Postal Code:	60186		
Entity Type:	INDIVIDUAL: UNITED STATES		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4409618	LIQUIDRELIGION LR	
CORRESPONDENCE DATA			
Fax Number:	6305051312		
<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:	630-505-1305		
Email:	ezega@perkinsip.com		
Correspondent Name:	Perkins IP Law Group LLC		
Address Line 1:	4200 Commerce Court		
Address Line 2:	Suite 310		
Address Line 4:	Lisle, ILLINOIS 60532		
ATTORNEY DOCKET NUMBER:	30247.0002		
NAME OF SUBMITTER:	Elizabeth A. Zega		
SIGNATURE:	/Elizabeth A. Zega/		
DATE SIGNED:	08/26/2015		
Total Attachments: 1			
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TRADEMARK ASSIGNMENT

TRADEMARK ASSIGNMENT by and between SOCIALGOOSE, a California limited liability company doing business as LIQUID RELIGION and having an address of 920 Colorado Avenue, Santa Monica, California 90401 (hereinafter, "Assignor") and MICHAEL SCHAFFER, an Illinois resident having an address of PO Box 1286, West Chicago, IL 60186 (hereinafter, "Assignee").

RECITALS

Assignor is the owner of all right, title and interest in and to the trademark and service mark LIQUID RELIGION LR & Design, which was registered on October 1, 2013 by the United States Patent and Trademark Office in respect of numerous items of clothing in International Class 25, stand up paddle boards and numerous other items of sports equipment in International Class 28, and on-line retail store services featuring a wide range of goods of others in International Class 35, all under Registration No. 4,409,618 (the "Mark"), a complete listing of the goods and services for which the Mark is registered appearing on the Certificate of Registration.

Assignee desires to obtain all right, title and interest in and to the Mark and in and to Federal Registration No. 4,409,618 for the Mark.

PROVISIONS

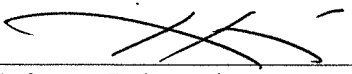
NOW, THEREFORE, the above premises considered, for one dollar and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor assigns to Assignee the Mark and the goodwill of the business represented by the Mark. Assignor further assigns to Assignee all rights of action for infringement of the Mark which may have accrued to Assignor prior to the date of this Assignment.

This Assignment shall be construed under the laws of the State of California.

IN WITNESS WHEREOF, an authorized representative of Assignor has executed this Assignment below.

ASSIGNOR:

SOCIALGOOSE, d/b/a LIQUID
RELIGION


By: Behnam Behrouzi
Its: President

Date: 8/29/15