

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM356739

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Roger R. Adams		08/03/2015	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	V.N.O. LLC		
Street Address:	800 Brazos Street, Suite 400		
City:	Austin		
State/Country:	TEXAS		
Postal Code:	78701		
Entity Type:	LIMITED LIABILITY COMPANY: TEXAS		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	86329702	VIOLATE THE NATURAL ORDER	
Serial Number:	86419751	VNO	
CORRESPONDENCE DATA			
Fax Number:	9727312289		
<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:	972-731-2288		
Email:	dallastrademarks@dfw.conleyrose.com		
Correspondent Name:	J. Robert Brown, Jr.		
Address Line 1:	5601 Granite Parkway, Suite 500		
Address Line 4:	Plano, TEXAS 75024		
ATTORNEY DOCKET NUMBER:	4238-00700 & 4238-00800		
NAME OF SUBMITTER:	J. Robert Brown, Jr.		
SIGNATURE:	/J. Robert Brown, Jr./		
DATE SIGNED:	09/29/2015		
Total Attachments: 2			
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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT ("Assignment") is made by and between Roger R. Adams, an individual and citizen of the United States, having a place of residence in Highland Village, Texas (hereinafter referred to as "Assignor") and V.N.O. LLC, a Texas limited liability company having a place of business in Dallas, Texas, United States of America (hereinafter referred to as "Assignee") and shall be effective as of May 19, 2015 (the "Effective Date").

By this Assignment, Assignor and Assignee agree as follows:

Recitals

WHEREAS, Assignor was, prior to the Effective Date of this Agreement, the sole owner of all rights, title, and interest in and to the trademarks identified below (collectively referred to as the "Trademarks"):

VIOLETE THE NATURAL ORDER, U.S. Trademark Application No. 86/329,702
VNO, U.S. Trademark Application No. 86/419,751

WHEREAS, Assignee is the successor to Assignor's business to which the Trademarks pertain.

WHEREAS, Assignor desires to sell, assign, transfer, and convey to Assignee all rights, title, and interest in and to each and all of the Trademarks, and Assignee desires to accept and receive the sale, assignment, transfer and conveyance of each and all of the Trademarks.

NOW, THEREFORE, in consideration of the above-stated premises and for good and valuable consideration, including the premises and covenants set forth herein, the receipt and sufficiency of which are hereby acknowledged, the parties agree as follows:

1. Assignor hereby sells, assigns, transfers, and conveys to Assignee, and Assignee hereby accepts, Assignor's entire rights, title, and interest in and to: (1) each and all of the Trademarks; (2) all common law rights and rights of priority related to the Trademarks; (3) all goodwill and ongoing business connected or associated with the use of and/or symbolized by the Trademarks; and (4) any and all rights, claims, and causes of action (including all damages recoverable thereby) for past, present, and future unauthorized use or infringement of any or all of the Trademarks, including but not limited to all rights, claims, and causes of action for infringement and unfair competition.

2. Assignor represents and warrants that, prior to the Effective Date, it has been the sole owner of all rights, title, and interest in and to the Trademarks and that the Trademarks were not subject to any lien or encumbrance of any kind and were not licensed to any person or entity.

3. This Agreement shall be binding on the successors and assigns of Assignor and shall inure to the benefit of the successors and assigns of Assignee.

4. Without further consideration, Assignor will execute and deliver all documents, instruments or conveyances of any kind and take all other actions which may be reasonably

necessary or desirable to secure the rights in the Trademarks in Assignee or to otherwise carry out the intent of this Agreement.

5. This Agreement may be executed in any number of counterparts, each of which shall be deemed to be an original, and all of which together shall constitute one and the same instrument.

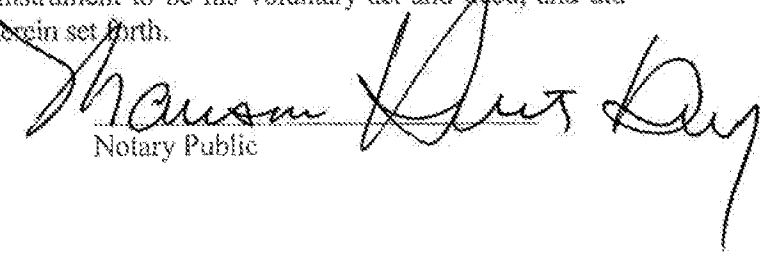
IN WITNESS THEREOF, the undersigned, being duly authorized and acting on behalf of its respective party, does hereby execute this Agreement to be effective as of the Effective Date stated above.


Roger R. Adams

Date: 8-3-2015

County of DOUGLAS
State of ~~Texas~~ NEVADA

On this 3RD day of AUGUST, 2015, personally appeared before me, Roger R. Adams, to me known and known to me to be the person aforesaid, who duly acknowledged the signing of the foregoing instrument to be his voluntary act and deed, and did execute the same for the uses and purposes therein set forth.


Notary Public

