

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM378943

<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>
The Trustees of the Kent A. Rasmussen and Celie E. Ramsay Revocable Trust		02/04/2016	Trust: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Bold Strategies, Inc.		
<b>Street Address:</b>	1331 West Sunset Blvd.		
<b>City:</b>	Los Angeles		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	90026		
<b>Entity Type:</b>	Corporation: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	85807738	OBEY	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	7072527122		
<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>	7072527122		
<b>Email:</b>	tmdept@dpf-law.com		
<b>Correspondent Name:</b>	Katja Loeffelholz		
<b>Address Line 1:</b>	1455 First Street, Suite 301		
<b>Address Line 4:</b>	Napa, CALIFORNIA 94559		
<b>ATTORNEY DOCKET NUMBER:</b>	RASK003-029		
<b>NAME OF SUBMITTER:</b>	Katja Loeffelholz		
<b>SIGNATURE:</b>	/Katja Loeffelholz/		
<b>DATE SIGNED:</b>	04/01/2016		
<b>Total Attachments: 3</b>			
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CH \$40.00 85807738

**TRADEMARK ASSIGNMENT AGREEMENT**

WHEREAS, The Trustees of the Kent A. Rasmussen and Celie E. Ramsay Revocable Trust ("Assignors") with an address of 1325 Arch Street, Berkeley, California 94708, have applied to register the mark OBEY on the Principal Register of the United States Patent and Trademark Office in connection with "alcoholic beverages except beers" in International Class 33, as shown in Application Serial No. 85807738 (the "Application"), and the goodwill associated therewith (the "Mark"); and

WHEREAS, Bold Strategies, Inc., a California company with a principal place of business at 1331 West Sunset Blvd., Los Angeles, California 90026 ("Assignee"), is desirous of acquiring the Application and the Mark; and,

WHEREAS, the Assignors and Assignee have entered into a Trademark Settlement Agreement, effective as of Feb 4, 2016, involving this Assignment Agreement.

NOW, THEREFORE, for good and valuable consideration as set out in the aforementioned Trademark Settlement Agreement, the receipt and sufficiency of which is hereby acknowledged, the parties agree as follows:

Assignors do hereby assign unto Assignee, all right, title and interest in and to the Application and the Mark, including any USPTO trademark registration issuing from the Application, together with any common law rights and the goodwill of the business symbolized therewith, as well as the right (but not the obligation) to assert the Mark and any Application and resulting registration and to collect for all past, present and future infringements, and claims for damages and the proceeds thereof, including, without limitation, license royalties and proceeds of infringement suits and all rights corresponding thereto throughout the world by reason of any past and future acts of infringement that have occurred or may occur.

**BOLD STRATEGIES, INC. ("Assignee")**

By: [Signature] Date: 2-4-2016  
Name: AMANDA HOREY  
Title: PRESIDENT

**THE TRUSTEES OF THE KENT A. RASMUSSEN  
AND CELIE E. RAMSAY REVOCABLE TRUST  
("Assignors")**

By: \_\_\_\_\_ Date: \_\_\_\_\_  
Name: Kent A. Rasmussen

By: \_\_\_\_\_ Date: \_\_\_\_\_  
Name: Celie E. Ramsay

TRADEMARK ASSIGNMENT AGREEMENT

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WHEREAS, Bold Strategies, Inc., a California company with a principal place of business at 1331 West Sunset Blvd., Los Angeles, California 90026 ("Assignee"), is desirous of acquiring the Application and the Mark; and,

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BOLD STRATEGIES, INC. ("Assignee")

By: \_\_\_\_\_ Date: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_

THE TRUSTEES OF THE KENT A. RASMUSSEN  
AND CELIE E. RAMSAY REVOCABLE TRUST  
("Assignors")

By:  Date:   
Name: Kent A. Rasmussen

By:



Name:

Celia E. Ramsay

Date:

2-1-16