

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM380167

SUBMISSION TYPE:	CORRECTIVE ASSIGNMENT		
NATURE OF CONVEYANCE:	Corrective Assignment to correct the date of execution of the assignment to April 5, 2016 previously recorded on Reel 005763 Frame 0044. Assignor(s) hereby confirms the assignment of the entire interest and goodwill.		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
The Trustees of the Kent A. Rasmussen and Celie E. Ramsay Revocable Trust		04/05/2016	Trust: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Bold Strategies, Inc.		
Street Address:	1331 West Sunset Blvd.		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90026		
Entity Type:	Corporation: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85807738	OBEY	
CORRESPONDENCE DATA			
Fax Number:	7072556876		
<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:	7072527122		
Email:	tmdept@dpf-law.com		
Correspondent Name:	Katja Loeffelholz		
Address Line 1:	1455 First Street, Suite 301		
Address Line 4:	Napa, CALIFORNIA 94559		
ATTORNEY DOCKET NUMBER:	RASK003-008		
NAME OF SUBMITTER:	Katja Loeffelholz		
SIGNATURE:	/Katja Loeffelholz/		
DATE SIGNED:	04/11/2016		
Total Attachments: 2			
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TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM378943

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

Date: 4/4/2016

Name: AMANDA FARREY

Title: PRESIDENT

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

By: 

Name: Kent A. Rasmussen

Date: 4/5/16

By: 

Name: Celie E. Ramsay

Date: 4-5-16