

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM417851

<b>SUBMISSION TYPE:</b>	RESUBMISSION
<b>NATURE OF CONVEYANCE:</b>	NUNC PRO TUNC ASSIGNMENT
<b>EFFECTIVE DATE:</b>	08/02/2016
<b>RESUBMIT DOCUMENT ID:</b>	900394567

## CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Straight Up Southern, LLC		08/02/2016	Limited Liability Company: SOUTH CAROLINA

## RECEIVING PARTY DATA

<b>Name:</b>	Rusty Shoes, LLC
<b>Street Address:</b>	16 Copperfield Court
<b>City:</b>	Columbia
<b>State/Country:</b>	SOUTH CAROLINA
<b>Postal Code:</b>	29209
<b>Entity Type:</b>	Limited Liability Company: SOUTH CAROLINA

## PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
<b>Serial Number:</b>	86767498	TRUE GRIT

## CORRESPONDENCE DATA

## Fax Number:

*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.*

**Phone:** 8032124966  
**Email:** kirby.shealy@arlaw.com  
**Correspondent Name:** Kirby D. Shealy III  
**Address Line 1:** 1501 Main Street, 5th Floor  
**Address Line 4:** Columbia, SOUTH CAROLINA 29201

<b>NAME OF SUBMITTER:</b>	Kirby D. Shealy III
<b>SIGNATURE:</b>	/Kirby D. Shealy III/
<b>DATE SIGNED:</b>	03/01/2017

## Total Attachments: 1

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## TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT, dated effective August 2, 2016, is made by Straight Up Southern, LLC, a limited liability company organized under the laws of the State of South Carolina ("*Assignor*"), to and in favor of Rusty Shoes, LLC, a South Carolina limited liability company, with principal offices located at 16 Copperfield Court, Columbia, SC 29206 ("*Assignee*").

WHEREAS, Assignor desires to assign and Assignee desires to accept and acquire all rights that Assignor has in and to the trademark listed below (the "*Mark*"), together with and any and all goodwill related to or symbolized by the Mark, and the registration and application identified below (collectively, the "*Registrations*").

### Trademark

TRUE GRIT

### Registration / Application

Serial No. 86767498

NOW, THEREFORE, in consideration of the mutual benefits to be derived herefrom, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged:

1. *Assignment.* The Assignor does hereby assign unto Assignee, with full title guarantee and free from all encumbrances and third party rights, all right, title and interest in and to the Mark and the Registrations, throughout the world, together with the goodwill of the business in connection with which the Mark is used and which is symbolized by the Mark, and any and all common law rights thereto, the right to apply for the registration thereof, the right to bring, make, oppose, defend and appeal proceedings, claims or actions and obtain relief (and to retain any damages recovered) in respect of any infringement, or any other cause of action arising from ownership of the Marks whether occurring before, on or after the date of this Trademark Assignment.

2. *Future Cooperation.* The Assignor agrees to cooperate to execute all papers and perform such other acts as may be reasonably necessary to give Assignee and its successors and assigns the full benefit of this Trademark Assignment.

IN WITNESS WHEREOF, this Trademark Assignment has been duly executed, effective as of the date first written above.

ASSIGNOR:

STRAIGHT UP SOUTHERN, LLC

By: 

Name: 

Title: 

ASSIGNEE:

RUSTY SHOES, LLC

By: 

Name: 

Title: 

TRADEMARK