

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM427545

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
JAMS Holdings, LLC		04/13/2017	Limited Liability Company: TEXAS
RECEIVING PARTY DATA			
Name:	Surf Line Hawaii, Ltd.		
Street Address:	411 Puuhale Road		
City:	Honolulu		
State/Country:	HAWAII		
Postal Code:	96819		
Entity Type:	Corporation: HAWAII		
PROPERTY NUMBERS Total: 7			
Property Type	Number	Word Mark	
Registration Number:	1497797	JAMS	
Registration Number:	1537352	JAMS	
Registration Number:	0920266	JAMS	
Registration Number:	5171753	JAMS	
Registration Number:	5171754	ORIGINAL JAMS	
Registration Number:	1513670	SURF LINE	
Registration Number:	3176242	SURF LINE HAWAII	
CORRESPONDENCE DATA			
Fax Number:	2142064330		
<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:	2142064300		
Email:	trina@richardlawgroup.com		
Correspondent Name:	Trina Marie Brainard		
Address Line 1:	8411 Preston Road, Suite 890		
Address Line 4:	Dallas, TEXAS 75225		
NAME OF SUBMITTER:	Molly Buck Richard		
SIGNATURE:	/Molly Buck Richard/		
DATE SIGNED:	05/15/2017		

OP \$190.00 1497797

Total Attachments: 5

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TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT (this "*Assignment*") is made and entered into as of April 13, 2017 (the "*Effective Date*") by and between JAMS Holdings, LLC, a Texas limited liability company ("*Assignor*") and Surf Line Hawaii, Ltd. a Hawaii corporation ("*Assignee*").

WHEREAS, Assignor is the sole and exclusive owner of the entire right, title and interest in and to the trademarks, including all common law rights and all good will associated with them and the United States and foreign trademark registrations and applications therefor, set forth on Schedule A (the "*Marks*");

WHEREAS, Assignor, Assignee and certain other parties entered into that certain Intellectual Property and Asset Repurchase Agreement (the "*Agreement*") of even date herewith; and

WHEREAS, in connection with the Agreement, Assignor wishes to assign to Assignee, and Assignee wishes to acquire from Assignor, all right, title and interest in and to the Marks, together with the goodwill associated with the Marks and that portion of the business related thereto.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns, transfers, conveys, and delivers to Assignee, free and clear of any and all liens and encumbrances, the entire right, title and interest in, to and under the Marks, together with the goodwill of the business associated therewith, including, without limitation, all common law rights associated therewith, any registrations that issue from applications for the Marks, and all corresponding rights that are or may be secured under the laws on the United States and any other country, now or hereafter arising or in effect, for Assignee's own use and enjoyment, and for the use and enjoyment of Assignee's successors, assigns and other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment had not been made, together with all rights to sue for past, present or future infringement, misappropriation, unfair competition, dilution or other violation of the foregoing, and all rights to recover damages or lost profits in connection therewith, and all rights corresponding thereto.

Assignor requests the United States Commissioner of Patent and Trademarks and the respective official of any other country in which Assignor owns rights in the Marks, to record Assignee as the assignee and owner of the Marks.

Nothing contained in this Assignment will be deemed to supersede, limit, amend, supplement or modify any of the rights or obligations of the Assignor, the Assignee or the other parties under the Agreement.

This Assignment shall be governed by and construed in accordance with the laws of the State of Texas without giving effect to any choice or conflict of law provision or rule that would cause the application of the laws of any jurisdiction other than the state of Texas.

This Assignment may be executed in one or more counterparts (including by facsimile or portable document format (pdf)) for the convenience of the parties hereto, each of which will be

deemed an original, but all of which together will constitute one and the same instrument. No signature page to this Assignment evidencing a party's execution hereof will be deemed to be delivered by such party to any other party hereto until such delivering party has received executed signature pages from all parties signatory to this Assignment.

IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment to be executed by their duly authorized representatives as of the Effective Date.

SURF LINE HAWAII, LTD.

By: _____

Name: _____

Title: _____

JAMS HOLDINGS, LLC

By: *David Ross*

Name: *David Ross*

Title: *Manager and Vice President*

deemed an original, but all of which together will constitute one and the same instrument. No signature page to this Assignment evidencing a party's execution hereof will be deemed to be delivered by such party to any other party hereto until such delivering party has received executed signature pages from all parties signatory to this Assignment.

IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment to be executed by their duly authorized representatives as of the Effective Date.

SURF LINE HAWAII, LTD.

By: Heather Rochler

Name: Heather Rochler

Title: EVP

JAMS HOLDINGS, LLC

By: _____

Name: _____

Title: _____

SCHEDULE A - TRADEMARKS

Mark	Country	Serial/Registration No(s).
JAMS	Benelux	725481/ 459901
JAMS	Bermuda	6056/ 11174
JAMS	Brazil	840639554
JAMS	Canada	566686/ 381001
JAMS	Chile	1075956/ 1120275
JAMS	China	13284535/ 13284535
JAMS	European Community	12154274/ 12154274
JAMS	France	1541595/ 1541595
JAMS	Hong Kong	302733480/ 302733480
JAMS	Italy	1605294/ 1605294
JAMS	Japan	2013074544/ 5648079
JAMS	Japan	1987833/ 1987833
JAMS	Republic of Korea	40201363135/ 401184216
JAMS	Malaysia	2013012756/ 2013012756
JAMS	Malaysia	2013012754/ 2013012754
JAMS	Mexico	306828/ 562618
JAMS	New Zealand	977278/ 977278
JAMS	Singapore	T1314549Z/ T1314549Z
JAMS	Sweden	8706261/ 218980
JAMS	Switzerland	800/ 352675
JAMS	Switzerland	610272013/ 651881
JAMS	Unites States of America	73544313/ 1497797
JAMS	Unites States of America	73699239/ 1537352
JAMS	Unites States of America	72369969/ 920266
JAMS	Unites States of America	85885980
JAMS (Stylized)	France	1283450/ 1283450
JAMS (Stylized)	United Kingdom	1250334/ 1250334
ORIGINAL JAMS	Brazil	840639570
ORIGINAL JAMS	Chile	1075955/ 1124902
ORIGINAL JAMS	China	13284533/ 13284533
ORIGINAL JAMS	China	13284532/ 13284532
ORIGINAL JAMS	European Union	12154506/ 12154506
ORIGINAL JAMS	Hong Kong	302733471/ 302733471
ORIGINAL JAMS	Japan	2013074545/ 5650702
ORIGINAL JAMS	Republic of Korea	40201363136/ 401184217
ORIGINAL JAMS	Malaysia	2013012753/ 2013012753
ORIGINAL JAMS	Malaysia	2013012755/ 2013012755
ORIGINAL JAMS	New Zealand	985021/ 985021
ORIGINAL JAMS	Singapore	T1314552Z/ T1314552Z

Mark	Country	Serial/Registration No(s).
ORIGINAL JAMS	Switzerland	610292013/ 651882
ORIGINAL JAMS	United States of America	85885985
ORIGINAL JAMS (English and Katakana)	Japan	4934085/ 4934085
SURF LINE	Canada	566910/ 354868
SURF LINE	Italy	21907/ 1605295
SURF LINE	Mexico	720920/ 720920
SURF LINE	United States of America	73714539/ 1513670
SURF LINE & Design	France	1283451/ 1283451
SURF LINE & Design	Japan	1738126/ 1738126
SURF LINE HAWAII	Canada	568845/ 354619
SURF LINE HAWAII	European Union	2691582/ 2691582
SURF LINE HAWAII	France	1392660/ 1392660
SURF LINE HAWAII	Hawaii	251565/ 251565
SURF LINE HAWAII	Italy	F197C145/ 1231292
SURF LINE HAWAII	Japan	4721482/ 4721482
SURF LINE HAWAII	Japan	4658602/ 4658602
SURF LINE HAWAII & Design	United States of America	78627005/ 3176242