



TRADEMARKS ONLY

TRADEMARKS ONLY

To the Honor

101511907

Trademarks

Please record the original document or copy thereof

1. Name of Party(ies) conveying an interest:  
 NORTHERN & SHELL PLC

Entity:  
 Individual  
 General Partnership  
 Corporation-State of California  
 Association  
 Limited Partnership  
 Other A United Kingdom Limited Liability Company

3. Interest Conveyed:  
 Assignment  
 Security Agreement  
 Change of Name  
 Merger  
 Other \_\_\_\_\_

2. Name and Address of Party(ies) receiving an interest:  
 Name: Northern & Shell Titles Limited  
 Address: Northern & Shell Tower, City Harbour  
 City: London  
 State: United Kingdom Zip: E14 9GL

Individual  
 General Partnership  
 Corporation-California  
 Association  
 Limited Partnership  
 Other A United Kingdom Limited Liability Company  
 Citizenship \_\_\_\_\_

If not domiciled in the United States, a domestic representative designation is attached:  
 Yes  
 No

UDD 10.27.00

4. Application number(s) or registration number(s). Additional Sheet Attached?  Yes  No  
 A. Trademark Application No.(s) \_\_\_\_\_ B. Trademark Registration No.(s) 2,037,811

5. Name and address of party to whom correspondence concerning document should be mailed:  
 RUSS, AUGUST, KABAT & KENT  
 12424 Wilshire Boulevard, Suite 1200  
 Los Angeles, California 90025

6. Number of applications and registrations involved: 1

7. Amount of fee enclosed or authorized to be charged: \$40.00

8. Deposit account number (Attach duplicate copy of this form if paying by deposit account): \_\_\_\_\_

DO NOT USE THIS SPACE

9. Date execution of attached document October 17, 2000  
 10. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct. Executed on:

Lucy B. Arant  
 Signature

October 23, 2000  
 Date  
Lucy B. Arant  
 Name of Person Signing

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re registration of )  
Northern & Shell Titles Limited )  
Registration No. 2,037,811 )  
Registration Date: February 11, 1997 )  
Mark: ATTITUDE )  
Class: 16 )

**REVOCAION OF POWER OF ATTORNEY AND SUBSTITUTION OF NEW  
POWER OF ATTORNEY**

Assistant Commissioner for Trademarks  
2900 Crystal Drive  
Arlington, Virginia 22202-3513

Sir:

Registrant hereby revokes all previously granted powers of attorney in connection with the above-identified registration and appoints jointly and severally with full power of substitution, the power of appointment of an associate attorney and the power of revocation the following:

Evan M. Kent, Lucy B. Arant  
France D. Lemoine

RUSS, AUGUST, KABAT & KENT  
12424 Wilshire Boulevard, Suite 1200  
Los Angeles, California 90025

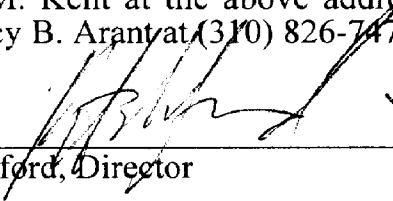
all members of the bar of the State of California, to transact all related business in the Patent and Trademark Office, and to receive the certificate of renewal.

**DOMESTIC REPRESENTATIVE**

Evan M. Kent of Russ, August, Kabat & Kent, whose postal address is 12424 Wilshire Blvd., 12th Floor, Los Angeles, CA. 90025, U.S.A., is hereby designated Registrant's representative upon whom notices or process in proceedings affecting the mark may be served.

Please direct all written communications to Evan M. Kent at the above address, and please direct all telephone calls to either Evan M. Kent or Lucy B. Arant at (310) 826-7474.

Dated: 17/10/2000 *EA*

  
\_\_\_\_\_  
Paul Ashford, Director

ASSIGNMENT OF UNITED STATES TRADEMARKS

WHEREAS, NORTHERN & SHELL PLC, a United Kingdom Public Limited Company having its principal offices at Northern & Shell Tower, City Harbour, London, England E14 9GL, has adopted, used, is using and is the owner of the following trademark now the subject of a trademark registration in the United States Patent and Trademark Office:

<u>TRADEMARKS</u>	<u>REG. NO.</u>	<u>DATE OF REGISTRATION</u>
ATTITUDE	2,037,811	February 11, 1997

WHEREAS, NORTHERN & SHELL TITLES LIMITED, a United Kingdom Limited Liability Company, having its principal offices at Northern & Shell Tower, City Harbour, London, England E14 9GL, is desirous of acquiring any and all rights that Northern & Shell PLC may have in and to the said trademark and the registration therefor, together with the goodwill of the business in connection with which said trademark is used and which is symbolized by the said trademark, along with the right to recover for damages and profits for past infringements thereof;

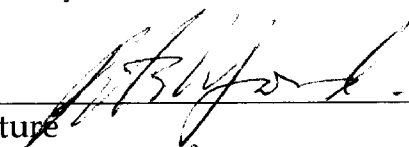
NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, NORTHERN & SHELL PLC does hereby assign to NORTHERN & SHELL TITLES LIMITED all right, title and interest in and to the said trademark and registration, together with the goodwill of the business in connection with which the said trademark is used and which is symbolized by the said trademark, along with the right to recover for damages and profits for past infringements thereof.

NORTHERN & SHELL PLC

NORTHERN & SHELL TITLES LIMITED

Signed at Northern & Shell Tower,  
City Harbour, London E14 9GL, this  
17<sup>th</sup> day of October, 2000.

Signed at Northern & Shell Tower,  
City Harbour, London E14 9GL, this  
17<sup>th</sup> day of October, 2000.

  
\_\_\_\_\_  
Signature

  
\_\_\_\_\_  
Signature

Paul Ashford  
\_\_\_\_\_  
Name

MARTIN ELICE  
\_\_\_\_\_  
Name

Director  
\_\_\_\_\_  
Title

DIRECTOR  
\_\_\_\_\_  
Title

# CERTIFICATE OF MAILING

I hereby certify that these papers and fee are being deposited with the United States Postal Service on the date indicated above and is addressed to: Box Assignment, Director – U.S. Patent and Trademark Office, Washington, D.C. 20231

Respectfully Submitted.

Date

10/25/10

Lucy B Arant  
Lucy B. Arant  
France D. Lemoine  
Attorney for Applicant

Russ, August & Kabat  
12424 Wilshire Boulevard  
Suite 1200  
Los Angeles, California 90025  
(310) 826-7474