

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS 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>
Heeling Sports Limited		05/29/2007	LIMITED PARTNERSHIP: TEXAS
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Roger R. Adams		
<b>Street Address:</b>	8740 Stemmons Fwy		
<b>City:</b>	Hickory Creek		
<b>State/Country:</b>	TEXAS		
<b>Postal Code:</b>	75065		
<b>Entity Type:</b>	INDIVIDUAL: UNITED STATES		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	78947318	VIOLATE THE NATURAL ORDER	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(214)999-3623		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	214-999-4682		
<b>Email:</b>	ip@gardere.com		
<b>Correspondent Name:</b>	Gardere Wynne Sewell/Lisa R. Hemphill		
<b>Address Line 1:</b>	1601 Elm Street		
<b>Address Line 2:</b>	Suite 3000		
<b>Address Line 4:</b>	Dallas, TEXAS 75201-4761		
<b>ATTORNEY DOCKET NUMBER:</b>	130049-3029		
<b>NAME OF SUBMITTER:</b>	Lisa R. Hemphill		
<b>Signature:</b>	/Lisa R. Hemphill/		

CH \$40.00 78947318

Date:

06/08/2007

**Total Attachments: 2**

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ASSIGNMENT

This Assignment by and between, on the one hand, HEELING SPORTS LIMITED, a Texas limited partnership, having a business address of 3200 Belmeade Drive, Carrollton, Texas 75006 (hereinafter "ASSIGNOR") and, on the other hand, ROGER R. ADAMS, an individual citizen of the United States with an address of 8740 S. Stemmons Fwy., Hickory Creek, Texas 75065 (hereinafter "ASSIGNEE").

In consideration of Ten Dollars (\$10.00), and other good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNOR does hereby sell, assign and transfer to ASSIGNEE all of ASSIGNORS' right, title and interest that it may have in and to United States Application Serial No. 78/947318, filed with the U.S. Patent and Trademark Office on August 8, 2006, for registration of the trademark VIOLATE THE NATURAL ORDER (hereafter, "Application") and the mark made the subject of such Application, and any goodwill associated solely with such mark. ASSIGNOR expressly disclaims the assignment, grant or license, both express and implied, of any additional intellectual property rights to ASSIGNEE, such as, for example, patent or trademark rights, including any other associated goodwill.

From time to time after the date hereof, ASSIGNOR, without further consideration, shall promptly execute and deliver to ASSIGNEE such other instruments of sale, conveyance, assignment and transfer, and take such other action as may reasonably be requested by ASSIGNEE to more effectively sell, convey, assign and transfer to and vest in ASSIGNEE the assets assigned hereunder. ASSIGNOR further agrees to reasonably cooperate with ASSIGNEE by providing any documentation or information that may be reasonably necessary for ASSIGNEE to pursue registration of the mark related to the Application with the U.S. Patent and Trademark Office.

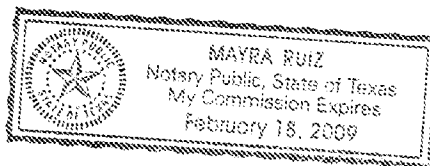
IN WITNESS WHEREOF, ASSIGNOR has caused this Assignment to be executed by its duly authorized representative as of the date below stated.

This Assignment executed at Carrollton, Texas, this 27<sup>th</sup> day of May, 2007.

HEELING SPORTS LIMITED

By: Heeling Management Corp.  
Its General Partner

By: [Signature]  
Michael G. Staffaroni, President & CEO



DALLAS 1780190v2

STATE OF TEXAS

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§  
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COUNTY OF DALLAS

On this 27<sup>th</sup> day of May, 2007, before me, a Notary Public in and for the State and County aforesaid, personally appeared Michael G. Staffaroni, known by me to be the person of the above name and title whose name is subscribed to the foregoing Assignment, and who acknowledged to me that he is authorized in the capacity stated of said limited partnership to execute this Assignment document, and that he executed the same as the act of such limited partnership for the purposes and consideration therein expressed, and in the capacity therein stated.

*Mayra Ruiz*

Notary Public

State of Texas

My Comm. Expires: 2/18/09

[Notary Seal]

