

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	10/14/2005		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
John J. O'Donnell		10/20/2009	INDIVIDUAL:
RECEIVING PARTY DATA			
Name:	Johnnie-O		
Street Address:	PO Box 49714		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90049-0714		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	3532461	JOHNNIE-O	
Serial Number:	78586554	JOHNNIE-O	
Serial Number:	78564089		
CORRESPONDENCE DATA			
Fax Number:	(213)630-5667		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Email:	trademark@buchalter.com		
Correspondent Name:	Matthew Solmon, c/o Buchalter Nemer		
Address Line 1:	1000 Wilshire Blvd., Suite 1500		
Address Line 4:	Los Angeles, CALIFORNIA 90017-2457		
ATTORNEY DOCKET NUMBER:	J6382-5001		
NAME OF SUBMITTER:	Matthew Solmon		

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**TRADEMARK
 REEL: 004083 FRAME: 0197**

Signature:	/mss/
Date:	10/22/2009
Total Attachments: 3 source=Johnnie-O - Confirmatory Trademark Assignment from J. O'Donnell to Johnnie-O - 10_20_2009#page1.tif source=Johnnie-O - Confirmatory Trademark Assignment from J. O'Donnell to Johnnie-O - 10_20_2009#page2.tif source=Johnnie-O - Confirmatory Trademark Assignment from J. O'Donnell to Johnnie-O - 10_20_2009#page3.tif	

CONFIRMATORY TRADEMARK ASSIGNMENT

WHEREAS, JOHN J. O'DONNELL, an individual residing in Los Angeles, California (hereinafter, "Assignor"), adopted and used and was the sole and exclusive owner of all right, title and interest in and to the **JOHNNIE-O** trademarks, service marks, business names, associated logos and design marks (which shall also include any registrations or applications therefore), including, without limitation, those identified with more specificity in **Schedule "A"**, which is attached hereto and incorporated herein by this reference, as well as all common law rights therein (the "Marks"), along with the goodwill of the business symbolized by the Marks; and

WHEREAS, JOHNNIE-O, a California corporation, with its principal place of business at PO Box 49714, Los Angeles, California 90049-0714 (hereinafter, "Assignee"), acquired the Marks from Assignor and all of Assignor's right, title and interest in and to the Marks, plus the goodwill of the business symbolized by the Marks.

WHEREAS, Assignor wishes to confirm that Assignee is the sole owner of all right, title and interest in and to the Marks, plus the goodwill of the business symbolized by the Marks.

NOW, THEREFORE, effective as of October 14, 2005, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor assigned and transferred unto Assignee, its successors and assigns, all of Assignor's worldwide right, title and interest in and to the Marks together with the goodwill of the business symbolized by the Marks, and any and all claims and demands at law or in equity that Assignor now has or may hereafter acquire on account of any infringement of the Marks prior to the effective date hereof.

Assignor:

JOHN J. O'DONNELL

By: John J. O'Donnell Date: October 20, 2009
John J. O'Donnell, individual

Assignee:

JOHNNIE-O

By: John J. O'Donnell Date: October 20, 2009
John J. O'Donnell, President

Schedule "A"

Trademarks

Registrations

County	Mark	Reg. No.
U.S.	JOHNNIE-O & DESIGN	3532461

Applications

County	Mark	Serial No.
U.S.	JOHNNIE-O (word mark)	78586554 (dead)
U.S.	Surfer Logo Design	78564089 (dead)

Common Law Rights

JOHNNIE-O

johnnie-O



ALL-PURPOSE ACKNOWLEDGMENT NOTARY FOR CALIFORNIA

STATE OF CALIFORNIA)
COUNTY OF LOS ANGELES)

On October 20, 2009, before me, CATHY ANN BARKER, Notary Public,
Date Name And Title Of Officer (e.g. "Jane Doe, Notary Public")

personally appeared John J. O'Donnell,
Name of Signer(s)

who proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Cathy Ann Barker
Signature of Notary Public

OPTIONAL

Though the data below is not required by law, it may prove valuable to persons relying on the document and could prevent fraudulent reattachment of this form.

CAPACITY CLAIMED BY SIGNER

DESCRIPTION OF ATTACHED DOCUMENT

- Individual
- Corporate Officer

Confirmatory Trademark Assignment

Title(s)

Title or Type of Document

- Partner(s) Limited
- General

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- Attorney-In-Fact
- Trustee(s)
- Guardian/Conservator
- Other: _____

Number Of Pages

Signer is representing:
Name Of Person(s) Or Entity(ies)

Date Of Document

Signer(s) Other Than Named Above