

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
	<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>
	The Executor of the Estate of Bradley James Nowell		11/04/2009
			<b>Entity Type</b>
			ESTATE: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Jake and Troy Brand LLC		
<b>Composed Of:</b>	COMPOSED OF Troy Holmes and Jakob Nowell		
<b>Street Address:</b>	2800 Olympic Blvd. 2nd Floor		
<b>Internal Address:</b>	c/o Steves Rodriguez		
<b>City:</b>	Santa Monica		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	90404		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 2</b>			
	<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>
	Registration Number:	2294943	SUBLIME
	Serial Number:	77130768	R I P BRADLEY NOWELL 1968 1996
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(818)789-8613		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	323.447.7736		
<b>Email:</b>	benitalitt@gmail.com		
<b>Correspondent Name:</b>	Benita Litt		
<b>Address Line 1:</b>	429 North Orange Avenue		
<b>Address Line 4:</b>	Los Angeles, CALIFORNIA 90036		
<b>ATTORNEY DOCKET NUMBER:</b>	77130768/2204943/WINGSREG		
<b>NAME OF SUBMITTER:</b>	Benita Litt		

OP \$65.00 2294943

**900148757**

**TRADEMARK  
 REEL: 004105 FRAME: 0065**

Signature:	/Benita Litt/
Date:	11/30/2009
<b>Total Attachments: 3</b> source=Trademark Assignment-77130768,77129774,77129824,77130717,2294943-Jake and Troy Brand LLC#page1.tif source=Trademark Assignment-77130768,77129774,77129824,77130717,2294943-Jake and Troy Brand LLC#page2.tif source=Trademark Assignment-77130768,77129774,77129824,77130717,2294943-Jake and Troy Brand LLC#page3.tif	

## TRADEMARK ASSIGNMENT

WHEREAS, The Executor of the Estate of Bradley James Nowell, with an address of 2020 Main St., Suite 600 c/o BKG Law, Irvine, CA 92614 ("ASSIGNOR"), is the owner of the trademark(s) listed in Schedule A ("Trademark(s)"); and

WHEREAS, Jake and Troy Brand, LLC, a California limited liability company with a business address of 2800 Olympic Blvd., 2<sup>nd</sup> Floor c/o Steves Rodriguez, Santa Monica, CA 90404 ("ASSIGNEE"), wishes to acquire all right, title and interest in and to the Trademark(s), all of the business and good will represented and symbolized by said mark, and desires now to record in the United States Patent and Trademark Office its said acquisition and ownership of the Trademark(s)

### NOW, THEREFORE, IT IS HEREBY AGREED:

1. In consideration of the premises set forth herein and other good and valuable consideration the receipt and sufficiency of which are hereby acknowledged and pursuant to Assignor's obligations under the Assignment, ASSIGNOR does hereby assign and transfer unto ASSIGNEE and ASSIGNEE accepts, the entire right, title and interest in and to the said Trademark(s), together with the good will of the business symbolized by the mark, that portion of the ongoing and existing business of ASSIGNOR to which the mark pertains, as required by 15 U.S.C. §1060, and the above-identified Trademark(s).

2. ASSIGNOR shall do all acts and execute all documents which may be reasonably required by ASSIGNEE in order to effect the assignment of the Trademark and to ensure that the registration be granted to ASSIGNEE.

IN WITNESS WHEREOF, the parties have caused this Agreement to be executed by its duly authorized officers on this 4<sup>th</sup> day of November, 2009.

THE EXECUTOR OF THE ESTATE OF BRADLEY JAMES NOWELL

By: [Signature]

Name: TROY HORNES

Title: Administrator




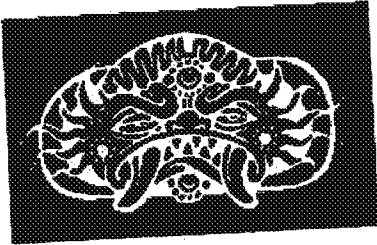
JAKE AND TROY BRAND, LLC

By: [Signature]

Name: TROY HORNES

Title: Member

**SCHEDULE A**

TRADEMARK	GOODS	CLASS	SERIAL / REGISTRATION NUMBER
	Bandanas; Beanies; Baseball caps; Caps; Hats; Jackets; Knitted caps; Shirts; Sleeved or sleeveless jackets; Sweat shirts; Tops; T-shirts; Visors	25	77/130,768
	Bandanas; Beanies; Baseball caps; Hats; Jackets; Knitted caps; Shirts; Short-sleeved or long-sleeved t-shirts; Sleeved or sleeveless jackets; Sweat shirts; T- shirts; Caps; Tops	25	77/129,774
	Bandanas; Baseball caps; Beanies; Caps; Hats; Jackets; Knitted caps; Shirts; Sleeved or sleeveless jackets; Sweat shirts; T-shirts; Visors; Tops	25	77/129,824
	Bandanas; Baseball caps; Beanies; Hats; Jackets; Knitted caps; Shirts; Sleeved or sleeveless jackets; Sweat shirts; T- shirts; Tops; Visors; Caps	25	77/130,717

TRADEMARK	GOODS	CLASS	SERIAL / REGISTRATION NUMBER
SUBLIME	Posters, books related to music, calendars, decals, and stickers in Class 16; Clothing, namely, T-shirts, shirts, sweat shirts in Class 25	16, 25	2,294,943