

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:		NEW ASSIGNMENT	
NATURE OF CONVEYANCE:		ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL	
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
The Estate of Bradley Nowell		11/04/2009	ESTATE: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Jake and Troy Brand LLC		
Composed Of:	COMPOSED OF Troy Holmes and Jakob Nowell		
Street Address:	2800 Olympic Blvd. 2nd Floor		
Internal Address:	c/o Steves Rodriguez		
City:	Santa Monica		
State/Country:	CALIFORNIA		
Postal Code:	90404		
Entity Type:	LIMITED LIABILITY COMPANY: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77130658		
CORRESPONDENCE DATA			
Fax Number:	(818)789-8613		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	3234477736		
Email:	benitalitt@gmail.com		
Correspondent Name:	Benita Litt		
Address Line 1:	429 North Orange Avenue		
Address Line 4:	Los Angeles, CALIFORNIA 90036		
ATTORNEY DOCKET NUMBER:	77130658/SUBLIME ARCH		
NAME OF SUBMITTER:	Benita Litt		
Signature:	/Benita Litt/		

OP \$40.00 77130658

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**TRADEMARK
 REEL: 004105 FRAME: 0153**

Date:

11/30/2009

Total Attachments: 2

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TRADEMARK ASSIGNMENT

WHEREAS, The Estate of Bradley Nowell, with an address of 2020 Main St., Suite 600 c/o Goodman Law Group, PC, 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., 2nd Floor c/o Steves Rodriquez, 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 4th day of November, 2009.

THE ESTATE OF BRADLEY NOWELL

By: [Signature]

Name: TROY HOLMES

Title: Administrator

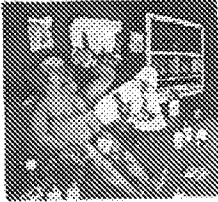
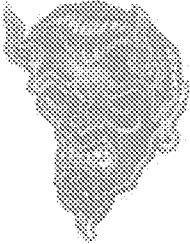
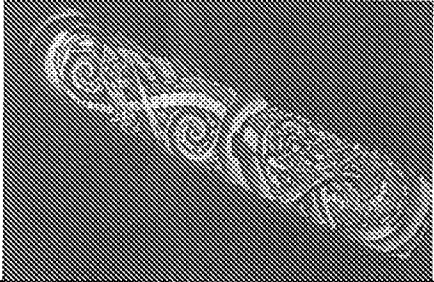
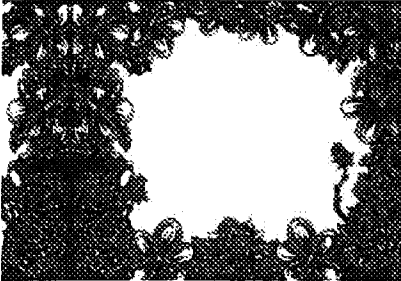
JAKE AND TROY BRAND, LLC

By: [Signature]

Name: TROY HOLMES

Title: Member

SCHEDULE A

TRADEMARK	GOODS	CLASS	SERIAL / REGISTRATION NUMBER
	Bandanas; Beanies; Baseball caps; Caps; Hats; Jackets; Knitted caps; Shirts; Sleeved or sleeveless jackets; Tops; T-shirts; Sweat shirts; Visors	25	77/130,957
	Bandanas; Baseball caps; Beanies; Hats; Jackets; Knitted caps; Shirts; Sleeved or sleeveless jackets; Sweat shirts; T- shirts; Visors; Caps	25	77/134,174
	Bandanas; Beanies; Caps; Baseball caps; Hats; Jackets; Knitted caps; Shirts; Sleeved or sleeveless jackets; Sweat shirts; T- shirts; Visors; Tops	25	77/134,216
	Bandanas; Baseball caps; Beanies; Caps; Hats; Jackets; Knitted caps; Sleeved or sleeveless jackets; Sweat shirts; T- shirts; Tops; Visors; Shirts	25	77/130,658