

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
SOHK Sportswear, Inc.		10/21/2010	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	Murray Investments, LLC		
Street Address:	PO Box 143043		
City:	Fayetteville		
State/Country:	GEORGIA		
Postal Code:	30214		
Entity Type:	LIMITED LIABILITY COMPANY: GEORGIA		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Registration Number:	2960486		
Registration Number:	2967734	TRADITION	
Registration Number:	3300404	HK	
Registration Number:	2491745	SCHOOL OF HARD KNOCKS	
Registration Number:	1975108	SOHK	
Registration Number:	1975106	SCHOOL OF HARD KNOCKS	
CORRESPONDENCE DATA			
Fax Number:	(212)684-3999		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212 684-3900		
Email:	efiling@grr.com		
Correspondent Name:	Donna Mirman Broome		
Address Line 1:	270 Madison Avenue		
Address Line 4:	New York, NEW YORK 10016		
NAME OF SUBMITTER:	Donna Mirman Broome		

OP \$165.00 2960486

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~~TRADEMARK~~
REEL: 004304 FRAME: 0710

Signature:	/DMB/
Date:	10/27/2010
Total Attachments: 2 source=MurrayInvestmentsAssign#page2.tif source=SOHKTrademarkAssignment#page1.tif	

SCHEDULE A

MARK	REGISTRATION
design	2960486
TRADITION	2967734
HK	3300404
SCHOOL OF HARD KNOCKS	2491745
SOHK	1975108
SCHOOL OF HARD KNOCKS	1975106

TRADE MARK ASSIGNMENT

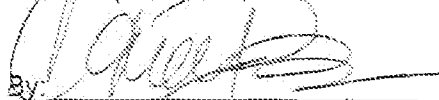
WHEREAS, SOHK Sportswear, Inc., a corporation organized under the laws of the State of New York, located and doing business at 108-11 Northern Boulevard, Corona, New York 11368 owns the trademarks for the marks shown on the attached Schedule A (hereinafter referred to as the "TRADEMARKS"); and

WHEREAS, Murray Investments, LLC, a Limited Liability Company organized under the laws of the State of Georgia located and doing business at PO Box 143043, Fayetteville, Georgia 30214, is desirous of acquiring all of the right, title and interest of ASSIGNOR in, to and under the TRADEMARKS, as well as the portion of the business to which the mark pertains if that business is ongoing and existing, together with the goodwill of the business symbolized by the TRADEMARKS;

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration paid by ASSIGNEE to ASSIGNOR, the full receipt and sufficiency of which are hereby acknowledged, ASSIGNOR does hereby sell, assign, transfer and convey unto ASSIGNEE its right, title and interest in and to the TRADEMARKS, together with the goodwill of the business symbolized by the TRADEMARKS as well as the portion to which the marks pertain; if that business is ongoing and existing, and the right to sue and recover for past infringement thereof.

IN WITNESS WHEREOF, SOHK Sportswear, Inc. has caused this Assignment to be duly executed by its officer thereunto duly authorized as of the 21st day of October, 2010.

SOHK Sportswear, Inc.

By: 

Name: Carol Murray

Title: Vice President