

**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
Gerald L. Schad		07/06/2011	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Keen Communications, LLC		
Street Address:	2204 1st Avenue, Suite 102		
City:	Birmingham		
State/Country:	ALABAMA		
Postal Code:	35233		
Entity Type:	LIMITED LIABILITY COMPANY: ALABAMA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2555979	AFOOT AND AFIELD	
CORRESPONDENCE DATA			
Fax Number:	(619)670-7585		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	619-670-1702		
Email:	rclarkeesq@sbcglobal.net		
Correspondent Name:	Richard D. Clarke		
Address Line 1:	3755 Avocado Blvd 1000		
Address Line 4:	La Mesa, CALIFORNIA 91941		
ATTORNEY DOCKET NUMBER:	01-SCH/501		
NAME OF SUBMITTER:	Richard D. Clarke		
Signature:	/Richard D. Clarke/		
Date:	07/08/2011		
Total Attachments: 2 source=SCH.501.Assign#page1.tif source=SCH.501.Notary#page1.tif			

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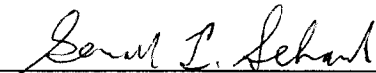
**TRADEMARK ASSIGNMENT**

WHEREAS, **Gerald L. Schad**, an **individual** having a place of residence at **850 Beech Street, Unit 1106, San Diego, California 92101**, (hereinafter "ASSIGNOR"), has adopted and used in **his** business the trademark, **AFOOT AND AFIELD** for which ASSIGNOR has registered with the United States Patent and Trademark Office (USPTO) for registration on the Principal Register, **Registration No. 2,555,979**, said USPTO registration issued on **04-02-2002**; and

WHEREAS, **Keen Communications, LLC**, an **Alabama limited liability company** having a place of business at **2204 1<sup>st</sup> Avenue South, Suite 102, Birmingham, Alabama 35233** (hereinafter "ASSIGNEE"), is desirous of acquiring the aforesaid trademark **AFOOT AND AFIELD**, together with the goodwill of the business symbolized by the trademark, the aforesaid registration therefor, and the right to sue for and collect damages for any past infringement of the aforesaid trademark.

NOW THEREFORE, in consideration of the promises, the sum of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR does hereby irrevocably assign unto ASSIGNEE all right, title and interest in and to the aforesaid trademark **AFOOT AND AFIELD** together with the goodwill of the business symbolized by the trademark, **Registration No. 2,555,979** therefor, and the right to sue for and collect damages for any past infringement of the aforesaid trademark.

Date: 7/6/11

Signed:   
**Gerald L. Schad, an Individual  
Sole Owner and Registrant**

**NOTE:** This form must be acknowledged by Notary Public.

**CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT**

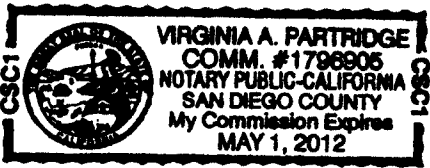
State of California

County of San Diego }

On 7/6/2011 before me, VIRGINIA A PARTRIDGE  
Date Here Insert Name and Title of the Officer

personally appeared GERALD LOUIS SCHAID  
Name(s) of Signer(s)

who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/hers/their authorized capacity(ies), and that by his/hers/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) 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.

Signature Virginia Partridge  
Signature of Notary Public

Place Notary Seal Above

**OPTIONAL**

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

**Description of Attached Document**

Title or Type of Document: TRADEMARK ASSIGNMENT

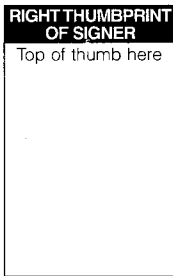
Document Date: 7/6/11 Number of Pages: \_\_\_\_\_

Signer(s) Other Than Named Above: \_\_\_\_\_

**Capacity(ies) Claimed by Signer(s)**

Signer's Name: \_\_\_\_\_

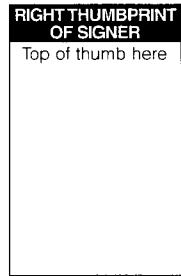
- Individual
- Corporate Officer — Title(s): \_\_\_\_\_
- Partner —  Limited  General
- Attorney in Fact
- Trustee
- Guardian or Conservator
- Other: \_\_\_\_\_



Signer Is Representing: \_\_\_\_\_

Signer's Name: \_\_\_\_\_

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- Other: \_\_\_\_\_



Signer Is Representing: \_\_\_\_\_