

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
NAVAJO BRANDS HOLDING INC.	FORMERLY NAVAJO JEANS INC.	03/09/2012	CORPORATION: TEXAS

RECEIVING PARTY DATA

Name:	DINE DEVELOPMENT CORPORATION
Street Address:	PO BOX 307
City:	WINDOW ROCK
State/Country:	ARIZONA
Postal Code:	86515
Entity Type:	CORPORATION: ARIZONA

PROPERTY NUMBERS Total: 4

Property Type	Number	Word Mark
Registration Number:	3822206	NAVAJO
Registration Number:	3793381	NAVAJO
Registration Number:	3689706	NAVAJO
Registration Number:	3890372	NAVAJO

CORRESPONDENCE DATA

Fax Number: (512)261-9007
 Phone: 5122619007
 Email: pbrader@austin.rr.com
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.
 Correspondent Name: PHILLIP N. BRADER
 Address Line 1: 119 LONGWOOD AVE.
 Address Line 4: AUSTIN, TEXAS 78734

NAME OF SUBMITTER:	PHILLIP N. BRADER
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Signature:	/PHILLIP N. BRADER/
Date:	03/09/2012
Total Attachments: 3 source=NAVAJO_TRADEMARK_ASSIGNMENT_RECORD#page1.tif source=NAVAJO_TRADEMARK_TRANSFER_SCHEDULE#page1.tif source=NAVAJO_TRADEMARK_TRANSFER_SCHEDULE#page2.tif	

TRADEMARK ASSIGNMENT RECORD

This Trademark Assignment is hereby executed per the requirements of certain assignment and licensing agreements between the Dine Development Corporation ("DDC"), a corporation organized under the laws of the Navajo Nation, and Navajo Brands Holding, Inc. ("NBHI"), a corporation organized under the laws of Texas, (hereafter, "the Parties"), on this 9th day of March, 2012.

1. Background

The Parties are party to an "Ancillary Agreement", and a "Master License Agreement", executed contemporaneously on September 12, 2007. Under the Agreements, the Parties have agreed that, under certain circumstances, NBHI would transfer additional trademarks, and the goodwill appurtenant thereto, (the "Purchased Marks") to DDC. These conditions have been met with respect to the marks, and goodwill appurtenant thereto, set out on the Trademark Schedule" attached to this Amendment.

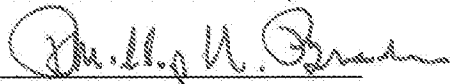
2. Transfer

As of the date of this Record, NBHI hereby assigns to DDC all of its right, title, and interest in and to the Purchased Marks, and all good will appurtenant thereto, under the same terms as applied to the Marks under the Agreements.

3. Other Terms Not Changed

All capitalized terms used and not otherwise defined herein have the same meanings as set forth in the Agreements. Except as expressly modified by the terms hereof, the terms and provisions of the Agreements remain in full force and effect as originally written.

NAVAJO BRANDS HOLDING, INC.

By: 

Name: Phillip N. Brader, who warrants that he has express authority to sign on behalf of Navajo Brands Holding, Inc.

Title: CEO

Dated: 3/9/2012

TRADEMARK SCHEDULE
TO
TRADEMARK ASSIGNMENT RECORD

TRADEMARK	PRODUCTS	REGISTRATION NUMBER	KEY DATES
NAVAJO CLASS 003	<p> Aftershaves; aftershave balms; aftershave lotions; body creams; body lotions; body oils; body splash; body sprays; perfumery products, namely, perfume, cologne, toilet water, eau de toilette, eau de parfum, eau-de-cologne, fragrances, namely, fragrance for personal use, room fragrance and body spray used as a personal deodorant and as a fragrance; creams in the nature of after-shave cream, bath cream, beauty cream, cold cream, cosmetic cream, eye cream, hair cream, hand cream, lip cream, massage cream, moisturizing cream, night cream, perfumed cream, pre-shave cream, shaving cream, skin cream, anti-aging cream, lip balm, facial cream; deodorants, namely, body deodorant, deodorant for personal use, deodorant soap, deodorants for body care; soaps; shower gels; hair gels; hair lotions; massage oils; fragrance oils, namely, jasmine oil for personal use, lavender oil, peppermint oil; room fragrances; solid fragrances; perfume oils; diffusing oils, namely, essential oils; incense; sachets; scented body markers for cosmetic use as fragrances; scented skincare products, namely, scented cosmetic cream for skin care, scented body lotion, scented non-medicated skin care preparations; sun protection products, namely, after-sun gel, after-sun lotion, after-sun oil, cosmetic sun-protecting preparations, sun block, sun cream, sun screen, sun-block lotion, sun tanning lotion; ambient fragrances of any kind for use as vehicle, home and environmental fragrances; ancillaries, namely, other forms of fragrances for the body. </p>	USPTO 3822206	FILED June 18, 2008 REGISTERED July 20, 2010
NAVAJO CLASS 018	<p>Backpacks, baby backpacks, book bags, shoulder bags, and tote bags.</p>	USPTO 3793381	FILED May 31, 2006 REGISTERED May 25, 2010
NAVAJO CLASS 020	<p>Furniture, namely, bedroom furniture, living room furniture, chairs, dining chairs, dining tables, and deck chairs.</p>	USPTO 3689706	FILED March 30, 2006 REGISTERED Sept. 29, 2009

TRADEMARK SCHEDULE
TO
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TRADEMARK	PRODUCTS	REGISTRATION NUMBER	KEY DATES
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NAVAJO CLASS 034	Tobacco, whether manufactured or unmanufactured; matches and smoker's articles, namely, ashtrays not of precious metal.	USPTO 3890372	FILED Feb. 7, 2006 REGISTERED Dec. 14, 2010
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