

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
No Fear USA Limited		05/10/2012	CORPORATION: UNITED KINGDOM

RECEIVING PARTY DATA

Name:	No Fear International Limited
Street Address:	Brook Park East, Unit A
City:	Shirebrook
State/Country:	UNITED KINGDOM
Postal Code:	NG20 8RY
Entity Type:	CORPORATION: UNITED KINGDOM

PROPERTY NUMBERS Total: 40

Property Type	Number	Word Mark
Registration Number:	2065291	FACE YOUR FEARS
Registration Number:	2203143	FEAR GOD
Registration Number:	2019466	FEAR GOD
Registration Number:	1981665	FEAR ME
Registration Number:	2285679	FEAR NO FISH
Registration Number:	1912489	FEAR THIS
Registration Number:	2044263	FEAR THIS
Registration Number:	2000192	FEARLESS
Registration Number:	3838222	FEARLESS
Registration Number:	1600980	FEARLESS
Registration Number:	1996125	FEARLESS FACTORY
Registration Number:	2122497	
Registration Number:	3140408	NO FEAR
Registration Number:	3104724	NO FEAR

OP \$1015.00 2065291

TRADEMARK

Registration Number:	3098868	NO FEAR
Registration Number:	2995742	NO FEAR
Registration Number:	2818464	NO FEAR
Registration Number:	3628203	NO FEAR
Registration Number:	2093391	NO FEAR
Registration Number:	1891475	NO FEAR
Registration Number:	1907882	NO FEAR
Registration Number:	2040860	NO FEAR
Registration Number:	1979971	NO FEAR
Registration Number:	1870426	NO FEAR
Registration Number:	1870682	NO FEAR
Registration Number:	1906208	NO FEAR
Registration Number:	1870475	NO FEAR
Registration Number:	2095492	NO FEAR
Registration Number:	1855031	NO FEAR
Registration Number:	2055158	NO FEAR
Registration Number:	2055148	NO FEAR
Registration Number:	1842402	NO FEAR
Registration Number:	1737420	NO FEAR
Registration Number:	1822026	NO FEAR
Registration Number:	2056561	NO VIOLENCE
Registration Number:	2446306	
Registration Number:	3040240	
Registration Number:	3687153	
Registration Number:	3950253	SO CAL
Registration Number:	3748283	SO CAL

CORRESPONDENCE DATA

Fax Number: 6167522500
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.
Phone: 616.752.2000
Email: trademarks@wnj.com
Correspondent Name: Warner Norcross & Judd LLP
Address Line 1: 111 Lyon Street, NW
Address Line 2: 900 Fifth Third Center
Address Line 4: Grand Rapids, MICHIGAN 49503-2487

146919.146919

DOMESTIC REPRESENTATIVE

Name: Warner Norcross & Judd LLP
Address Line 1: 111 Lyon Street, NW
Address Line 2: 900 Fifth Third Center
Address Line 4: Grand Rapids, MICHIGAN 49503-2487

NAME OF SUBMITTER: Kimberly A. Niebling

Signature: /KAN2275/

Date: 05/23/2012

Total Attachments: 3
source=Trademarks#page1.tif
source=Trademarks#page2.tif
source=Trademarks#page3.tif

TRADEMARK ASSIGNMENT

This assignment is made as of 10 MAY, 2012, by and between No Fear USA Limited, a company of the United Kingdom with a business office at Unit A, Brook Park East, Shirebrook NG20 8RY, United Kingdom ("Assignor"), and No Fear International Limited, company of the United Kingdom with a business office at Unit A, Brook Park East, Shirebrook NG20 8RY, United Kingdom ("Assignee").

1. Assignor owns: the marks and mark registrations identified on the attached Schedule A (collectively, the "Marks"), the copyright registrations and works identified on the attached Schedule B, together with all associated copyrights (collectively the "Copyright Assets"), and the patent identified on attached Schedule C (the "Patent").

2. For valuable consideration the receipt and sufficiency of which are hereby acknowledged, Assignor hereby conveys, transfers and assigns to Assignee all rights, title and interest in and to: (i) the Marks, all common-law rights, all federal registrations and applications identified on attached Schedule A, together with the goodwill of the business symbolized thereby; (ii) the Copyright Assets, together with the underlying copyrights therein, and all related registrations and applications, including without limitation renewals, rights of termination, and extensions of the copyrights that may be secured under the laws now or hereafter in force and effect in the United States and all foreign countries; and (iii) the Patent.

Assignor agrees that at any time and from time to time after execution of this assignment, at the request of Assignee and without further consideration, Assignors will execute and deliver such other instruments and take such action as Assignee may reasonably request to transfer, convey and assign to Assignee, and to confirm Assignee's right, title and interest in and to the Marks, Copyright Assets and Patent, and to assist Assignee in exercising all rights with respect to them.

Nothing in this assignment, express or implied, is intended or will be construed to confer upon, or give to, any person or entity, other than the parties to this assignment, any rights, remedies, obligations or liabilities. This assignment will bind and inure to Assignee and Assignors and their respective successors and assigns. This assignment may be executed in any number of counterparts, each of which will be deemed an original, but all of which together will constitute one and the same.

IN WITNESS WHEREOF, the undersigned has executed this Trademark Assignment as of the date first set forth above.

No Fear USA Limited

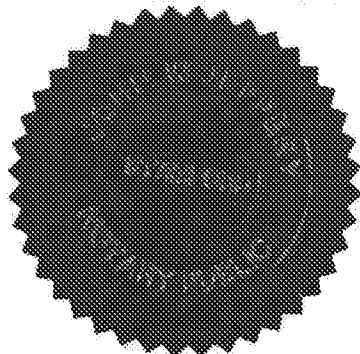
By:

[Signature]
ROBERT MELLOR

[Notarization]

Title:

DIRECTOR



John Jeffery - Notary Public
81 Cedar Road, Stamford
Lincolnshire PE9 2JJ




[Signature]

SCHEDULE A
United States Trademarks

Mark	Application No.	Filing Date	Registration No.	Registration Date
FACE YOUR FEARS	75170541	Sep-23-1996	2065291	May-27-1997
FEAR GOD	75143165	Aug-1-1996	2203143	Nov-10-1998
	74381937	Apr-23-1993	2019466	Nov-26-1996
FEAR ME	74578037	Sep-26-1994	1981665	Jun-18-1996
FEAR NO FISH	74565651	Aug-25-1994	2285679	Oct-12-1999
FEAR THIS	74419131	Aug-2-1993	1912489	Aug-15-1995
FEAR THIS	74571491	Sep-9-1994	2044263	Mar-11-1997
FEARLESS	74468513	Dec-10-1993	2000192	Sep-10-1996
FEARLESS	77100328	Feb-6-2007	3838222	Aug-24-2010
	73793133	Apr-13-1989	1600980	Jun-12-1990
FEARLESS FACTORY	74592911	Oct-31-1994	1996125	Aug-20-1996
	74681919	May-30-1995	2122497	Dec-16-1997
NO FEAR	78574687	Feb-24-2005	3140408	Sep-5-2006
NO FEAR	78341792	Dec-16-2003	3104724	Jun-13-2006
NO FEAR	78313223	Oct-14-2003	3098868	May-30-2006
NO FEAR	78204767	Jan-17-2003	2995742	Sep-13-2005
NO FEAR	78173294	Oct-10-2002	2818464	Feb-24-2004
NO FEAR	77404289	Feb-22-2008	3628203	May-26-2009
NO FEAR	74571492	Sep-9-1994	2093391	Sep-2-1997
NO FEAR	74468095	Dec-10-1993	1891475	Apr-25-1995
NO FEAR	74445613	Oct-12-1993	1907882	Jul-25-1995
NO FEAR	74427700	Aug-23-1993	2040860	Feb-25-1997
NO FEAR	74408721	Jul-6-1993	1979971	Jun-11-1996
NO FEAR	74405723	Jun-25-1993	1870426	Dec-27-1994
NO FEAR	74405722	Jun-25-1993	1870682	Dec-27-1994
NO FEAR	74390275	May-14-1993	1906208	Jul-18-1995
NO FEAR	74389685	May-13-1993	1870475	Dec-27-1994
NO FEAR	74543996	Jun-30-1994	2095492	Sep-9-1997
NO FEAR	74323845	Oct-19-1992	1855031	Sep-20-1994
	75107086	May-20-1996	2055158	Apr-22-1997



John Jeffery - Notary Public
61 Cedar Road, Stamford
Lincolnshire PE9 2JJ

NO FEAR	75106655	May-20-1996	2055148	Apr-22-1997
NO FEAR	74259836	Mar-27-1992	1842402	Jun-28-1994
NO FEAR	74137108	Feb-7-1991	1737420	Dec-1-1992
NO FEAR	74328751	Nov-6-1992	1822026	Feb-15-1994
NO VIOLENCE	74580025	Sep-29-1994	2056561	Apr-29-1997
	76008136	Mar-23-2000	2446306	Apr-24-2001
	78399350	Apr-9-2004	3040240	Jan-10-2006
	77507782	Jun-25-2008	3687153	Sep-22-2009
SO CAL	85054125	Jun-3-2010	3950253	Apr-26-2011
So-Cal	77583077	Oct-1-2008	3748283	Feb-16-2010



John Jeffery - Notary Public
61 Cedar Road, Stamford
Lincolnshire PE9 2JJ