

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.		05/30/2013	CORPORATION: TEXAS
RECEIVING PARTY DATA			
Name:	Dine Development Corporation		
Street Address:	P.O. Box 307		
City:	Window Rock		
State/Country:	ARIZONA		
Postal Code:	86515		
Entity Type:	CORPORATION: ARIZONA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	76700672	NAVAJO	
CORRESPONDENCE DATA			
Fax Number:	5127031250		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	(512) 476-1400		
Email:	hsimpson@dmtechlaw.com		
Correspondent Name:	Jeff A. McDaniel		
Address Line 1:	901 S MoPac Expwy, Building III, Ste 310		
Address Line 4:	Austin, TEXAS 78746		
ATTORNEY DOCKET NUMBER:	5279-01200		
NAME OF SUBMITTER:	Jeff A. McDaniel		
Signature:	/jeffamcdaniel/		
Date:	06/14/2013		
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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 the 30th day of MAY, 2013.

1. Background.

The Parties are party to a “Trademark Assignment Agreement”, and a Master License Agreement, executed contemporaneously on September 12, 2007, (hereafter, “the Agreements”). Under the Agreement, the Parties have agreed that, under certain circumstances, NBHI would transfer additional trademarks, and the goodwill appurtenant thereto, (the “Purchased Marks”) to DDC. Those 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 to the Purchased Marks 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.

IN WITNESS WHEREOF, this Record was executed by NBHI’s duly authorized representative effect as of the day and year first above written.

NAVAJO BRANDS HOLDING, INC.

By: 
Phillip N. Brader, CEO

who warrants that he has express authority to sign on behalf of Navajo Brands Holding, Inc. as its CEO.

Dated: 05/30/2013

TRADEMARK SCHEDULE
TO TRADEMARK ASSIGNMENT RECORD

The purchased Marks subject to this Assignment are as follows:

U.S. Application Serial No. 76/700,672 for the mark NAVAJO