

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	NUNC PRO TUNC ASSIGNMENT
<b>EFFECTIVE DATE:</b>	07/05/2007

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Backside Group, LLC		10/31/2013	LIMITED LIABILITY COMPANY: UTAH

**RECEIVING PARTY DATA**

<b>Name:</b>	Bold, Inc.
<b>Street Address:</b>	1880 West 1500 South
<b>City:</b>	Salt Lake City
<b>State/Country:</b>	UTAH
<b>Postal Code:</b>	84104
<b>Entity Type:</b>	CORPORATION: UTAH

**PROPERTY NUMBERS Total: 5**

Property Type	Number	Word Mark
Registration Number:	3375746	BLACKSTAR
Registration Number:	3375748	COMFORT TOUR
Registration Number:	3380791	NITESTAR
Registration Number:	3392243	BIG JOHNSON
Registration Number:	2859830	GRIZZLY

**CORRESPONDENCE DATA**

**Fax Number:** 8018528203  
*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.*  
**Phone:** 801-805-3688  
**Email:** pto@techlawventures.com  
**Correspondent Name:** Preston C. Regehr  
**Address Line 1:** 3290 W. Mayflower Way  
**Address Line 4:** Lehi, UTAH 84043

**TRADEMARK**

**900274081**

**REEL: 005169 FRAME: 0928**

**OP \$140.00 3375746**

ATTORNEY DOCKET NUMBER:	ASSIGN BG TO BOLD
NAME OF SUBMITTER:	Preston C. Regehr
Signature:	/Preston C. Regehr/
Date:	12/09/2013
Total Attachments: 1 source=Backside Group, LLC to Bold, Inc#page1.tif	

# TRADEMARK ASSIGNMENT (For Recordation)

<u>Registration Number</u>	<u>Mark</u>
3375746	BLACKSTAR
3375748	COMFORT TOUR
3380791	NITESTAR
3392243	BIG JOHNSON
2859830	GRIZZLY

FOR VALUE RECEIVED, and effective as of July 5, 2007, Backside Group, LLC, a Utah limited liability company, assigned to Bold, Inc., a Utah corporation, all of its rights, interests and titles in and to the trademarks referenced above, and the goodwill of the business associated with and symbolized by such marks. Said assignment includes an assignment of the trademark registrations referenced above, and any and all other applications or registrations therefor, including international rights, applications and registrations, if any.

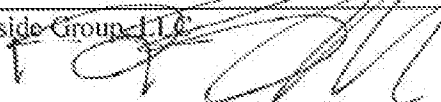

Assignor retains no license to use or sublicense any trademark or its corresponding registration.

The addresses of the parties as are set forth below.

Backside Group, LLC  
1880 West 1500 South  
Salt Lake City, Utah 84104

Bold, Inc.  
1880 West 1500 South  
Salt Lake City, Utah 84104

## AGREED TO AND ACCEPTED BY:

Backside Group, LLC	Bold, Inc.
By: 	By: 
Name: <u>MARLIN NEWELL</u>	Name: <u>MARLIN NEWELL</u>
Title: <u>MANAGER</u>	Title: <u>PRESIDENT</u>