

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM313984

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
W. Reed Darden III		08/06/2014	INDIVIDUAL: UNITED STATES
Paul N. Poland		08/06/2014	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Southern Marsh Collection, LLC		
Street Address:	2507 Highland Rd.		
City:	Baton Rouge		
State/Country:	LOUISIANA		
Postal Code:	70802		
Entity Type:	LIMITED LIABILITY COMPANY: LOUISIANA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4430354	CLASSIC SOUTHERN	
CORRESPONDENCE DATA			
Fax Number:	2142000707		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	214-651-5106		
Email:	rob.leblanc@haynesboone.com		
Correspondent Name:	J. Robert LeBlanc		
Address Line 1:	2323 Victory Ave, Suite 700		
Address Line 4:	Dallas, TEXAS 75219		
ATTORNEY DOCKET NUMBER:	50697.11		
NAME OF SUBMITTER:	J. Robert LeBlanc		
SIGNATURE:	/J. Robert LeBlanc/		
DATE SIGNED:	08/14/2014		
Total Attachments: 1			
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OP \$40.00 4430354

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (the "Assignment") is made this 6 day of ^{August} ~~July~~, 2014 (the "Effective Date"), between Southern Marsh Collection, LLC, a Louisiana Limited Liability Company with a business address of 2507 Highland Rd., Baton Rouge, LA, 70802 ("Assignee"), and W. Reed Darden, III and Paul N. Poland (collectively, the "Assignors"), both individuals with respective addresses of 1311 Sherwood Dr., Johnson City, TN, 37601, and 142 Sun Chase Ct., Johnson City, TN, 37615 (collectively, "the Parties").

WHEREAS, Assignor is the owner of record of U.S. Trademark Registration No. 4,430,354 for CLASSIC SOUTHERN which covers "clothing, namely, T-shirts, sport shirts, dress shirts, trousers, athletic shorts and casual shorts, socks, hats and caps," in International Class 25 (the "Registration"); and

WHEREAS, Assignee is desirous of acquiring the Registration and Assignor is willing to assign it to Assignee pursuant to the terms of this Assignment.

NOW, THEREFORE, in consideration for US\$10.00 and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledge, the Parties agree as follows:

1. Assignment. Assignor hereby assigns, transfers and conveys to Assignee all of Assignor's right, title and interest in and to the Registration, together with the goodwill of the business symbolized by the Registration.
2. Further Assurances. Assignor shall execute and deliver to Assignee such other documents and assignments as may be necessary to consummate or implement this Assignment. Assignee shall be responsible for recording this Assignment with the United States Patent and Trademark Office.
3. Binding Effect. This Agreement shall be binding upon and shall inure to the benefit of the Parties, their respective successors and assigns. Additionally, this Agreement shall bind and obligate any present or future business entities owned, operated, controlled or participated in by the Parties.

SOUTHERN MARSH COLLECTION, LLC
(Assignee)

By: _____

Name: Matthew Valiollahi

Title: Member/Manager

W. REED DARDEN, III
(Assignor)

W. Reed Darden III

PAUL N. POLAND
(Assignor)

P. N. Poland

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