

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM357545

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Rich Marks, LLC		03/05/2014	LIMITED LIABILITY COMPANY: TENNESSEE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Rich Marks, LLC		
<b>Street Address:</b>	900 Division St.		
<b>City:</b>	Nashville		
<b>State/Country:</b>	TENNESSEE		
<b>Postal Code:</b>	37203		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 4</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	85652285	REDNECK RIVIERA	
<b>Registration Number:</b>	4813370	REDNECK RIVIERA	
<b>Registration Number:</b>	4790900	REDNECK RIVIERA	
<b>Registration Number:</b>	4622162	CAMO IS THE NEW BLACK	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	6785532212		
<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>			
<b>Phone:</b>	6785532100		
<b>Email:</b>	atltrademark@gtlaw.com		
<b>Correspondent Name:</b>	Joel Feldman and Jacquelynne Regan		
<b>Address Line 1:</b>	3333 Piedmont Rd. NE, Ste 2500		
<b>Address Line 4:</b>	Atlanta, GEORGIA 30305		
<b>ATTORNEY DOCKET NUMBER:</b>	105071.010000		
<b>NAME OF SUBMITTER:</b>	Jolene Denton		
<b>SIGNATURE:</b>	/Jolene Denton/		
<b>DATE SIGNED:</b>	10/06/2015		
<b>Total Attachments: 2</b>			
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**TRADEMARK AND SERVICE MARK ASSIGNMENT**

**WHEREAS**, Rich Marks, LLC, a Tennessee limited liability company with a mailing address of 900 Division Street, Nashville, TN 37203 ("Rich Marks TN"), owns the U.S. trademark and service mark applications and registrations listed in Schedule A (collectively, the "Marks");

**WHEREAS**, John Rich formed Rich Marks, LLC, a Delaware limited liability company with a mailing address of 900 Division Street, Nashville, TN 37203 ("Rich Marks DE"); and

**WHEREAS**, Rich Marks DE is the successor to the portion of Rich Marks TN's business to which the Marks pertain and that business is ongoing and existing;

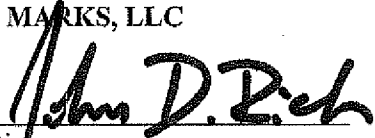
**WHEREAS**, Rich Marks TN wishes to assign to Rich Marks DE all of its worldwide rights in the Marks, including the pending U.S. applications, U.S. registrations, common-law rights related to the Marks, the goodwill of his business connected to the Marks, and the right to recover damages for past infringement of the Marks (collectively, the "Property"); and

**WHEREAS**, Rich Marks DE wishes to receive the Property from Rich Marks TN;

**NOW, THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Rich Marks TN assigns the Property to Rich Marks DE.

Rich Marks TN will execute and deliver at the request of Rich Marks DE any additional papers, instruments, or assignments, and will perform any other reasonable acts that Rich Marks DE requests, related to the assignment of the Property.

RICH MARKS, LLC

  
\_\_\_\_\_  
John Rich  
Member

Date: 3-5-14

SCHEDULE A

<u>Mark</u>	<u>App No./ Reg. No.</u>	<u>Class</u>
REDNECK RIVIERA	App. No. 85652285	3
REDNECK RIVIERA	Reg. No. 4813370	3
REDNECK RIVIERA	Reg. No. 4790900	32
CAMO IS THE NEW BLACK	Reg. No. 4622162	25