

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
AVP Pro Beach Volleyball Tour, Inc.	FORMERLY Association of Volleyball, Inc.	03/22/2011	CORPORATION: CALIFORNIA
AVP, Inc.		03/22/2011	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	DFA PVA II Partners, LLC		
Street Address:	712 Fifth Avenue, 14th Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10019		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Registration Number:	2755382	AVP	
Registration Number:	2760999	AVP	
Registration Number:	2758227	AVP	
Registration Number:	3288259	BEST OF THE BEACH	
Serial Number:	77248193	HOT WINTER NIGHTS	
Registration Number:	3561090	MANHATTAN BEACH OPEN	
CORRESPONDENCE DATA			
Fax Number:	(310)226-2426		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	310-226-7878		
Email:	uspto@milordlaw.com		
Correspondent Name:	Milord A. Keshishian		
Address Line 1:	2049 Century Park East, Suite 3850		
Address Line 4:	Los Angeles, CALIFORNIA 90067		

OP \$165.00 2755382

ATTORNEY DOCKET NUMBER:	DFA11-002T
NAME OF SUBMITTER:	Milord A. Keshishian
Signature:	/Milord A. Keshishian/
Date:	08/12/2011
<p>Total Attachments: 8 source=DFA11-002T Trademark Assignment - US Only#page1.tif source=DFA11-002T Trademark Assignment - US Only#page2.tif source=DFA11-002T Trademark Assignment - US Only#page3.tif source=DFA11-002T Trademark Assignment - US Only#page4.tif source=DFA11-002T Trademark Assignment - US Only#page5.tif source=DFA11-002T Trademark Assignment - US Only#page6.tif source=DFA11-002T Trademark Assignment - US Only#page7.tif source=DFA11-002T Trademark Assignment - US Only#page8.tif</p>	

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this "Assignment") is made and entered into as of March 22, 2011 (the "Effective Date"), by and among AVP, Inc., a Delaware corporation, as debtor and debtor in possession ("AVP Parent"), AVP Pro Beach Volleyball Tour, Inc., a Delaware corporation, as debtor and debtor in possession ("AVP Sub," and together with the AVP Parent, the "AVP"), jointly administered under Case Nos. 2: 10-bk-56761 (as to the AVP Parent), and 2:10-bk-56777 (as to the AVP Sub), respectively (collectively, the "Bankruptcy Case"), in the United States Bankruptcy Court for the Central District of California, Los Angeles Division, Honorable Sheri Bluebond, United States Bankruptcy Judge presiding (the "Bankruptcy Court"), and DFA PVA II Partners, LLC, a Delaware limited liability company, or its permitted designee ("DFA");

WHEREAS, AVP filed November 12, 2010, with the Bankruptcy Court the Debtors' Notice of Motion and Motion for Order Authorizing and Approving the Sale of Assets Free and Clear of Liens (the "Sale Motion");

WHEREAS, on December 15, 2010, the Bankruptcy Court entered the Order Granting Motion to Establish Bidding Procedures for the Sale of Substantially all of the Estate's Assets, and the Order Authorizing and Approving the Sale of Assets Free and Clear of All Liens (the "Sale Order");

WHEREAS, AVP is the sole and exclusive owner of the entire right, title and interest in and to the United States trademark registrations and trademark applications set forth on Schedule A (collectively, the "Marks"), which are included in the assets to be sold pursuant to the Sale Order; and

WHEREAS, DFA wishes to acquire from AVP, and AVP wish to assign to DFA, the entire right, title and interest in and to the Marks.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, AVP hereby assigns, transfers and sets over to DFA, the entire right, title and interest in and to the Marks, for the United States and for all applicable foreign countries, to the extent not inconsistent with the Sale Order, including, without limitation, any registrations and applications therefor, any renewals and extensions of the registrations, and all other corresponding rights that are or may be secured under the laws of the United States or any applicable foreign country, now or hereafter in effect, together with all goodwill associated with any of the foregoing, and together with all income, royalties or payments accrued, due or payable as of the Effective Date or thereafter, including, without limitation, all claims for damages by reason of past, present or future infringement or other unauthorized use of the Marks, with the right to sue for, and collect the same, in each case, for DFA's own use and enjoyment and for the use and enjoyment of its successors, assigns and other legal representatives, as fully and entirely as the same would have been held and enjoyed by AVP if this Assignment had not been made.

AVP hereby requests the Commissioner of Patents and Trademarks, to record DFA as the assignee and owner of the Marks.

AVP shall use commercially reasonable efforts to provide to DFA, its successors, assigns and other legal representatives, all such cooperation and assistance at DFA's request and expense to the extent any out-of-pocket costs are incurred by AVP (including, without limitation, the execution and delivery of any and all affidavits, declarations, oaths, samples, exhibits, specimens, assignments, powers of attorney and other documentation) to more fully and effectively effectuate the purposes of this Assignment, including, without limitation, with respect to: (i) DFA's preparation and prosecution of any application for registration, or any application for renewal of a registration, relating to any of the rights assigned herein; (ii) DFA's prosecution or defense of any interference, opposition, infringement, dilution or other proceedings that may arise in connection with any of the rights assigned herein, including, without limitation, testifying as to any facts relating to the rights assigned herein and this Assignment; (iii) DFA's efforts to obtain any additional trademark protection relating to rights assigned herein that may be secured under the laws now or hereafter in effect in the United States or in any other country; and (iv) the implementation or perfection of this Assignment by DFA in all applicable jurisdictions throughout the world.

This Assignment shall inure to the benefit of and be binding upon the parties hereto and their respective successors and assigns. Nothing in this Assignment and, express or implied, is intended or shall be construed to confer upon, or give to, any person, firm or corporation other than the parties hereto and their respective successors and assigns, any remedy or claim under or by reason of this Assignment or any term, covenant or condition hereof, and all terms, covenants and conditions and agreements contained in this Assignment shall be for the sole and exclusive benefit of the parties hereto and their successors and assigns.

This Assignment may be executed in any number of counterparts and delivered by facsimile or other electronic means, all of which shall constitute one and the same document.

This Assignment may not be amended or modified except by an instrument in writing signed by, or on behalf of, AVP and DFA.

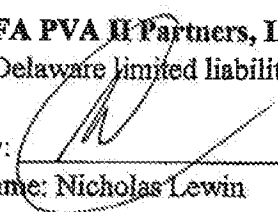
This Agreement shall be construed in accordance with, and governed by, the laws of California without regard to principles of conflicts of law.

[Remainder of page intentionally left blank]

IN WITNESS WHEREOF, DFA and AVP have caused this Assignment to be signed by their respective duly authorized signatories as of the date first above written.

DFA:

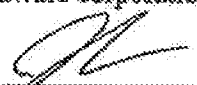
DFA PVA II Partners, LLC,
a Delaware limited liability company

By: 
Name: Nicholas Lewin
Title: Manager

AVP:

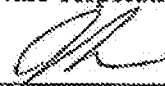
"AVP Parent"

AVP, Inc.,
a Delaware corporation

By: 
Name: Justin Kammer
Title: CEO

"AVP Sub"

AVP Pro Beach Volleyball Tour, Inc.,
a Delaware corporation

By: 
Name: Justin Kammer
Title: CEO

[SIGNATURE PAGE TO TRADEMARK ASSIGNMENT]

SCHEDULE A


United States Trademark Registrations and Trademark Applications


[See attached]

TRADEMARK STATUS REPORT

Updated: March 28, 2011

Mark	Country	Classes/Goods	App. No./ Filing Date	Reg. No./ Reg. Date	Renewal Due	Status As of 2/4/10	Owner	Updates As of 3/28/11
AVP	US	<p>25: Clothing, headwear, and footwear for men, women, and children, namely, warm up suits, jogging suits, sweat suits, sweat pants and sweatshirts, leotards, body suits, jumpsuits, swimwear, bathing suits, bikinis, beach and bathing cover-ups, sarongs, cover-ups, skirts, dresses, suits, slacks, pants, jeans, shorts, sweat shorts, gym shorts, tops, bottoms, fleece pullovers, jackets, coats, shirts, sport shirts, t-shirts, knit shirts, polo shirts, pullovers, sweaters, tank tops, parkas; wind resistant jackets, rain jackets, leather jackets, footwear, shoes, boots, slippers, athletic footwear, basketball shoes, casual footwear, sandals, beach shoes, headwear, hats, baseball hats, visors, caps, beanie caps, berets, headbands, wristbands, sleepwear, robes, pajamas, nightshirts, rainwear, lounge wear, underwear, bras, exercise bras, sports bras, panties, briefs, underpants, boxer shorts, undershirts, hosiery, socks, sand socks, beach socks</p> <p>28: Sporting Goods, Namely, Volleyball Game Playing Equipment, Volleyballs, Volleyball And Sports Equipment Bags, Volleyball Nets, Volleyball Poles, Volleyball Court Lines, And Volleyball Net Antennas</p> <p>41: Entertainment services, namely, arranging, organizing, and conducting athletic competitions, exhibitions, and community festivals and cultural events in the nature of volleyball games, tournaments and competitions, featuring live music concerts, djs, visual and audio performances, and dance performances</p>	76/393,030 4/8/02	2,755,382 8/26/03	8/26/13	Registered, Declaration of Use due 2/26/10	AVP Pro Beach Volleyball Tour, Inc.	Combined Declaration of Use and Incontestability filed on March 2, 2010.

Mark	Country	Classes/Goods	App. No./ Filing Date	Reg. No./ Reg. Date	Renewal Due	Status As of 2/4/10	Owner	Updates As of 3/28/11
	US	<p>25: Clothing, headwear, and footwear for men, women, and namely warm up suits, jogging suits, sweat suits, sweat pants and sweatshirts, leotards, body suits, jump suits, swimwear, bathing suits, bikinis, beach and bathing cover-ups, sarongs, cover-ups, skirts, dresses, suits, slacks, pants, jeans, shorts, sweat shorts, gymshirts, tops, bottoms, fleece pullovers, jackets, coats, shirts, sport shirts, t-shirts, knit shirts, polo shirts, pullovers, sweaters, tank tops, parkas; wind resistant jackets, rain jackets, leather jackets, footwear, shoes, boots, slippers, athletic footwear, basketball shoes, casual footwear, sandals, beach shoes, headwear, hats, baseball hats, visors, caps, beanie caps, berets, headbands, wristbands, sleep wear, robes, pajamas, nightshirts, rainwear, lounge wear, underwear, bras, exercise bras, sports bras, panties, briefs, underpants, boxer shorts, undershirts, hosiery, socks, sand socks, beach socks, and belts</p> <p>28: Sporting goods, namely, volleyball game playing equipment, volleyballs, volleyball and sports equipment bags, volleyball nets, volleyball poles, volleyball court lines, and volleyball net antennas</p> <p>41: Entertainment services, namely, arranging, organizing, and conducting athletic competitions, exhibitions, and community festivals and cultural events in the nature of volleyball games, tournaments and competitions featuring live music concerts, DJs, visual and audio performances, and dance performances</p>	78/392,999 4/8/02	2,760,999 9/9/03	9/9/13	Registered; Declaration of Use due 3/19/10	AVP Pro Beach Volleyball Tour, Inc.	USPTO Records indicate that owner of mark is Association of Volleyball Professionals, Inc. Declaration of Use filed on March 13, 2010

Mark	Country	Classes/Goods	App. No./ Filing Date	Reg. No./ Reg. Date	Renewal/Status as of	Owner	Updates As of
	US	<p>25: Clothing, headwear and footwear for men women, and children, namely, warm up suits, jogging suits, sweat suits, sweat pants and sweatshirts, leotards, body suits, jumpsuits, swimwear, bathing suits, bikinis, beach and bathing cover-ups, sarongs, cover-ups, skirts, dresses, suits, slacks, pants, jeans, shorts, sweat shorts, gym shorts, tops, bottoms, fleece pullovers, jackets, coats, shirts, sport shirts, t-shirts, knit shirts, polo shirts, pullovers, sweaters, tank tops, parkas; wind resistant jackets, rain jackets, leather jackets, footwear, shoes, boots, slippers, athletic footwear, basketball shoes, casual footwear, sandals, beach shoes, headwear, hats, baseball hats, visors, caps, beanie caps, berets, headbands, wristbands, sleepwear, robes, pajamas, nightshirts, rainwear, lounge wear, underwear, bras, exercise bras, sports bras, panties, briefs, underpants, boxer shorts, undershirts, hosiery, socks, sand socks, beach socks, and belts</p> <p>28: sporting goods, namely, volleyball game playing equipment, volleyballs, volleyball and sports equipment bags, volleyball nets, volleyball poles, volleyball court lines, and volleyball net antennas</p> <p>41: entertainment services, namely, arranging, organizing, and conducting athletic competitions, exhibitions, and community festivals and cultural events in the nature of volleyball games, tournaments and competitions, featuring live music concerts, djs, visual and audio performances, and dance performances</p>	76/392,977 4/8/02	2,758,222 7/9/2/03	9/2/13 Registered Declaration of Use due 3/2/10	AVP Pro Beach Volleyball Tour, Inc.	USPTO Record indicates that owner of mark is Association of Volleyball Professionals, Inc. Combined Declaration of Use and Incontestability filed on March 12, 2010

Mark	Country	Classes/Goods	App. No./ Filing Date	Reg. No./ Reg. Date	Renewal Due	Status As of 2/4/10	Owner	Updates As of 3/28/11
BEST OF THE BEACH	US	25: Shirts 41: Entertainment services, namely, arranging, organizing, and conducting athletic competitions, exhibitions, and community festivals and cultural events in the nature of volleyball games, tournaments and competitions, featuring live music concerts, djs, and dance performances	78/978,890 2/23/05	3288259 9/4/07	9/4/17	Registered; Declaration of Use due 9/4/13	AVP Pro Beach Volleyball Tour, Inc.	No updates.
HOT WINTER NIGHTS	US	25: Clothing, headwear, and footwear 28: Sporting goods, including, volleyball game playing equipment, volleyballs, volleyball and sports equipment bags, volleyball nets, volleyball poles, volleyball court lines, and volleyball net antennas 41: Entertainment services, including, arranging, organizing, and conducting athletic competitions, exhibitions, and community festivals and cultural events in the nature of volleyball games, tournaments and competitions, featuring live music concerts, Djs, visual and audio performances, and dance performances	77/248,193 8/6/07			Pending; Allowance issued 8/26/08 Statement of Use/3 rd Extension Request due 2/26/10	AVP Pro Beach Volleyball Tour, Inc.	Statement of Use/5 th Extension Request was due by February 26, 2011; however, it appears from the USPTO records that this 5 th extension has not been filed and the application will be abandoned. The deadline to file a petition to revive or reinstate the application will be due within 2 months of mailing date of notice of abandonment.
MANHATTAN BEACH OPEN	US	41: Entertainment services, namely, arranging, organizing, and conducting athletic competitions, exhibitions, and community festivals and cultural events in the nature of volleyball games, tournaments and competitions, featuring live music concerts, DJs, visual and audio performances, and dance performances	77/97,5989 11/21/07	3561090 1/13/09	1/13/19	Registered Declaration of Use due 1/13/15	AVP Pro Beach Volleyball Tour, Inc.	No updates.