

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
The Burton Corporation		06/21/2013	CORPORATION: VERMONT

**RECEIVING PARTY DATA**

<b>Name:</b>	DNA, LLC
<b>Street Address:</b>	2947 Boulder Ave.
<b>City:</b>	Dayton
<b>State/Country:</b>	OHIO
<b>Postal Code:</b>	45414
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: OHIO

**PROPERTY NUMBERS Total: 26**

Property Type	Number	Word Mark
Registration Number:	4048879	
Registration Number:	2029518	
Registration Number:	2006288	
Registration Number:	2056895	ALIEN WORKSHOP
Registration Number:	2001644	ALIEN WORKSHOP
Registration Number:	3589990	ALIEN WORKSHOP
Registration Number:	1982079	ALIEN WORKSHOP
Registration Number:	3781704	AWS
Registration Number:	2029517	BELIEVE.
Registration Number:	3732003	HABITAT
Registration Number:	2989053	HABITAT
Registration Number:	3732004	HABITAT
Registration Number:	2975839	HABITAT
Registration Number:	2975837	HABITAT

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Registration Number:	3144176	HABITAT
Registration Number:	2970143	
Registration Number:	2970142	
Registration Number:	2970144	
Registration Number:	3589991	HABITAT
Registration Number:	3348435	INHABITANTS
Registration Number:	3417984	INHABITANTS
Registration Number:	3589984	REFLEX
Registration Number:	3126276	REFLEX
Registration Number:	2001645	THE MISSING LINK
Registration Number:	2006289	WORKSHOP
Registration Number:	2001643	WORKSHOP

**CORRESPONDENCE DATA**

Fax Number: 4246450770  
*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.*  
Phone: (424) 214-7042  
Email: tspeiss@sycr.com, amina@sycr.com  
Correspondent Name: Thomas J. Speiss, III  
Address Line 1: Stradling Yocca Carlson & Rauth, P.C.  
Address Line 2: 100 Wilshire Blvd., Suite 440  
Address Line 4: Santa Monica, CALIFORNIA 90401

ATTORNEY DOCKET NUMBER:	102714-0002
NAME OF SUBMITTER:	Thomas J. Speiss, III
Signature:	/Thomas J. Speiss, III/
Date:	07/08/2013

Total Attachments: 5  
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## TRADEMARK ASSIGNMENT

This ASSIGNMENT (the "Assignment") is made effective as of the 21<sup>st</sup> day of June, 2013, by and between THE BURTON CORPORATION ("*Assignor*"), and DNA, LLC, an Ohio Limited Liability Company, having its principal office or place of business at 2947 Boulder Ave., Dayton, Ohio 45414 ("*Assignee*"; collectively, the "*Parties*").

**WHEREAS**, Assignor is the record owner of the U.S. and foreign trademarks set forth on Schedule A hereto in connection with the goods or services described therein (the "Trademarks"), together with the goodwill of the business in connection with which the Trademarks have been used (the "Assigned Property");

**WHEREAS**, Assignor agrees to assign their entire right, title and interest in and to the Assigned Property to Assignee; and,

**WHEREAS**, Assignee agrees to acquire Assignor's entire right, title and interest in and to the Assigned Property.

**NOW, THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties hereby agree as follows:

1. This Assignment is executed pursuant to, and is only intended to supplement, the February 27, 2012 Asset Purchase Agreement previously executed between the Parties, and not replace any of the terms as they existed at the time of execution of the Asset Purchase Agreement.

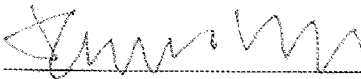
2. Assignor does hereby unconditionally and irrevocably transfer, convey and assign to Assignee, its successors and assigns, all of Assignor's right, title and interest in and to: (i) the Trademarks, together with the goodwill of the business associated with the Trademarks; (ii) the right to sue and recover for damages and profits and all other remedies for past, present and future infringements of the Trademarks and bring any proceeding in the United States Patent and Trademark Office or equivalent agency in any other country for cancellation or opposition or any other proceeding in connection with the Trademarks; and, (iii) any and all renewals and extensions thereof that may hereafter be secured under applicable law.

[Remainder of Page Intentionally Left Blank; Signature Page Follows]

IN WITNESS WHEREOF, Assignor has duly executed and delivered this Trademark Assignment to the Assignee as of the date first above written.

ASSIGNOR:

THE BURTON CORPORATION

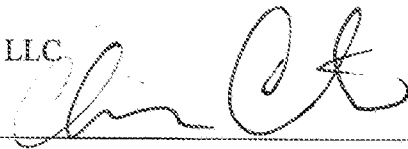
By: 

Printed Name: Jaime Harris

Title: General Counsel

ASSIGNEE:

DNA, LLC

By: 

Printed Name: Chris Carter

Title: GM, Vice President

**SCHEDULE A****U.S. TRADEMARKS**

<b>TRADEMARK</b>	<b>Application Number</b>	<b>Registration Number</b>	<b>Filing Date</b>	<b>Registration Date</b>
ALIEN DESIGN	85/286,504	4048879	05-Apr-2011	01-Nov-2011
ALIEN DESIGN	74/610,509	2029518	13-Dec-1994	14-Jan-1997
ALIEN DESIGN	75/019,907	2006288	31-Oct-1995	08-Oct-1996
ALIEN WORKSHOP & Design	75/018,786	2056895	31-Oct-1995	29-Apr-1997
ALIEN WORKSHOP & Design	75/019,908	2001644	31-Oct-1995	17-Sep-1996
ALIEN WORKSHOP & Design	77/387,111	3589990	02-Feb-2008	17-Mar-2009
ALIEN WORKSHOP (word mark)	74/610,484	1982079	13-Dec-1994	25-Jun-1996
AWS	77/386,776	3781704	01-Feb-2008	27-Apr-2010
BELIEVE & Design	74/610,508	2029517	13-Dec-1994	14-Jan-1997
HABITAT & Design	77/386,439	3732003	01-Feb-2008	29-Dec-2009
HABITAT & Design	78/338,198	2989053	09-Dec-2003	30-Aug-2005
HABITAT & Design	77/386,478	3732004	01-Feb-2008	29-Dec-2009
HABITAT & Design	78/337,936	2975839	08-Dec-2003	26-Jul-2005
HABITAT & Design	78/337,799	2975837	08-Dec-2003	26-Jul-2005
HABITAT & Design	78/338,886	3144176	10-Dec-2003	19-Sep-2006
HABITAT & Design	78/338,865	2970143	10-Dec-2003	19-Jul-2005
HABITAT & Design	78/338,826	2970142	10-Dec-2003	19-Jul-2005
HABITAT & Design	78/338,871	2970144	10-Dec-2003	19-Jul-2005
HABITAT (word mark)	77/387,113	3589991	02-Feb-2008	17-Mar-2009
INHABITANTS	78/914,884	3348435	22-Jun-2006	04-Dec-2007
INHABITANTS	77/256,627	3417984	16-Aug-2007	29-Apr-2008
REFLEX	77/386,618	3589984	01-Feb-2008	17-Mar-2009
REFLEX	78/674,984	3126276	21-Jul-2005	06-Aug-2006
THE MISSING LINK & DESIGN	75/019,912	2001645	31-Oct-1995	17-Sep-1996
WORKSHOP & Design	75/019,924	2006289	31-Oct-1995	08-Oct-1996
WORKSHOP & Design	75/019,906	2001643	31-Oct-1995	17-Sep-1996

## FOREIGN TRADEMARKS

<b>Trademark</b>	<b>Country</b>	<b>Application Number</b>	<b>Registration Number</b>	<b>Filing Date</b>	<b>Registration Date</b>
ALIEN DESIGN	European Community	10281947	10281947	21-Sep-2011	24-Feb-2012
ALIEN WORKSHOP (word mark)	WIPO	934685	934685	31-Jul-2007	31-Jul-2007
ALIEN WORKSHOP (word mark)	European Community	934685	934685	27-Sep-2007	31-Jul-2007
HABITAT (word mark)	European Community	6241351	6241351	30-Aug-2007	06-Aug-2010
ALIEN WORKSHOP	New Zealand	307033	307033	23-Mar-1999	13-Sep-2001
ALIEN WORKSHOP	New Zealand	307032	307032	23-Mar-1999	01-Sep-1999
ALIEN WORKSHOP	Philippines	4-2009-500777	42009500777	23-Oct-2009	10-Dec-2010
HABITAT (word mark)	Philippines	4-2009-500778	42009500778	23-Oct-2009	10-Dec-2010
ALIEN WORKSHOP	Russian Federation	2007729656	379151	26-Sep-2007	13-May-2009
HABITAT (word mark)	Russian Federation	2007-29219	379061	21-Sep-2007	13-May-2009
ALIEN WORKSHOP (word mark)	Australia	733011	733011	23-Apr-1997	11-Oct-2001
HABITAT (word mark)	Australia	1248510	1248510	26-Jun-2008	30-Aug-2010
HABITAT (word mark)	Australia	1356999		20-Apr-2010	
ALIEN WORKSHOP (word mark)	Canada	817486	TMA486656	11-Jul-1996	10-Dec-1997
HABITAT (word mark)	Canada	1402464		08-Jul-2008	
ALIEN WORKSHOP (word mark)	China (Peoples Republic)	6830762		09-Jul-2008	
ALIEN WORKSHOP (word mark)	China (Peoples Republic)	6830761	6830761	09-Jul-2008	07-May-2012
ALIEN WORKSHOP (word mark)	China (Peoples Republic)	6830760	6830760	09-Jul-2008	21-Feb-2012

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**TRADEMARK**  
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<b>Trademark</b>	<b>Country</b>	<b>Application Number</b>	<b>Registration Number</b>	<b>Filing Date</b>	<b>Registration Date</b>
HABITAT & Design	China (Peoples Republic)	8230968	8230968	22-Apr-2010	14-Aug-2011
HABITAT & Design	China (Peoples Republic)	8230970	8230970	22-Apr-2010	28-Sep-2011
HABITAT & Design	China (Peoples Republic)	8230969	8230969	22-Apr-2010	14-Aug-2011
ALIEN WORKSHOP (word mark)	Japan	2008-57183	5207480	14-Jul-2008	20-Feb-2009
ALIEN WORKSHOP (word mark)	Japan	8-95376	4130307	26-Aug-1996	03-Apr-1998
HABITAT (word mark)	Japan	2008-58871	5445283	18-Jul-2008	21-Oct-2011
ALIEN WORKSHOP (word mark)	Malaysia	97000937	97000937	23-Jan-1997	23-Jan-1997
HABITAT (word mark)	Mexico	950255	1115035	24-Jul-2008	13-Aug-2009

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