

TO: MARSHA G. AJHAR COMPANY: 488 MADISON AVENUE

## TRADEMARK ASSIGNMENT

Electronic Version v1.1  
Stylesheet Version v1.109/11/2007  
900086604

SUBMISSION TYPE:	CORRECTIVE ASSIGNMENT		
NATURE OF CONVEYANCE:	Corrective Assignment to correct the state of organization of Assignee (New York to Florida) previously recorded on Reel 003581 Frame 0773. Assignor(s) hereby confirms the assignment of the entire interest and good will in and to the BLACK WATCH mark, U.S. Reg. No. 2,840,783.		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Sportsfragrance, Inc.		07/24/2007	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	Black Watch Farm LLC		
Street Address:	555 Madison Avenue		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10022		
Entity Type:	LIMITED LIABILITY COMPANY: FLORIDA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2840783	BLACK WATCH	
CORRESPONDENCE DATA			
Fax Number:	(212)688-2670		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	212-753-7500		
Email:	majhar@hartmancraven.com		
Correspondent Name:	Marsha G. Ajhar		
Address Line 1:	488 Madison Avenue		
Address Line 4:	New York, NEW YORK 10022		
ATTORNEY DOCKET NUMBER:	02468-601.03		
NAME OF SUBMITTER:	Marsha G. Ajhar		
Signature:	/mgal		

CP \$40.00 - 2840783

TO: MARSHA G. AJHAR COMPANY: 488 MADISON AVENUE

Date:

09/11/2007

Total Attachments: 1

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TRADEMARK

REEL: 003622 FRAME: 0730



## United States Patent and Trademark Office

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**Electronic Trademark Assignment System****Confirmation Receipt**

Your assignment has been received by the USPTO.  
The coversheet of the assignment is displayed below:

**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		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Sportsfragrance, Inc.		07/24/2007	CORPORATION: NEW YORK
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Black Watch Farms, LLC		
<b>Street Address:</b>	555 Madison Avenue		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10022		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: NEW YORK		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2840783	BLACK WATCH	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(212)688-2870		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
<b>Phone:</b>	212.836.4929		

TRADEMARK

REEL: 003622 FRAME: 0731

<b>Email:</b>	majhar@hartmanraven.com
<b>Correspondent Name:</b>	Marsha G. Ajhar
<b>Address Line 1:</b>	488 Madison Avenue
<b>Address Line 4:</b>	New York, NEW YORK 10022
<b>ATTORNEY DOCKET NUMBER:</b>	02468-601.03
<b>NAME OF SUBMITTER:</b>	Marsha G. Ajhar
<b>Signature:</b>	/mga/
<b>Date:</b>	07/31/2007
<b>Total Attachments: 1</b> source=BLACK WATCH Reg. 2840783 Executed Assignment#page1.tif	
<b>RECEIPT INFORMATION</b>	
<b>ETAS ID:</b>	TM90856
<b>Receipt Date:</b>	07/31/2007
<b>Fee Amount:</b>	\$40

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**TRADEMARK**

TO: MARSHA G. AJHAR COMPANY: 488 MADISON AVENUE

**TRADEMARK ASSIGNMENT**

WHEREAS, Sportsfragrance, Inc., a corporation organized and existing under the laws of the state of New York, with a place of business at 4524 East Foothill Drive, Paradise Valley, Arizona 85253 ("ASSIGNOR"), is the owner of all right, title and interest in and to the trademark BLACK WATCH ("the Mark"), including, *inter alia*, United States Trademark Registration # 2,840,783; registered May 11, 2004; and

WHEREAS, Black Watch Farm LLC, a Florida limited liability company with a place of business at 555 Madison Avenue, New York, New York 10022 ("ASSIGNEE"), is desirous of acquiring all right, title and interest in and to the Mark, including the United States trademark registration therefor.

NOW, THEREFORE, for \$50,000 and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR does hereby assign, sell, transfer, convey and grant to ASSIGNEE, its successors and assigns, all right, title and interest in and to the Mark, including United States Trademark Registration # 2,840,783 registered May 11, 2004, together with that part of the goodwill of ASSIGNOR's business connected with the use of and symbolized by the Mark.

This assignment also includes any claims, demands, damages, actions and/or causes of action based, in whole or in part, on infringement of the Mark by any third party, including, without limitation, the right to recover for any past infringement thereof.

IN WITNESS WHEREOF, ASSIGNOR executes this corrected Trademark Assignment, effective as of July 24, 2007.

**SPORTSFRAGRANCE, INC.**

By



Name: Richard M. Abrams

Title: President