

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
Shave Works, LLC		09/29/2009	LIMITED LIABILITY COMPANY: NEW YORK
RECEIVING PARTY DATA			
Name:	Anthony for Men, LLC		
Street Address:	560 Broadway		
Internal Address:	Suite 503		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10012		
Entity Type:	LIMITED LIABILITY COMPANY: MICHIGAN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77671105	THE COOL FIX	
CORRESPONDENCE DATA			
Fax Number:	(734)995-1777		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	734-995-3110		
Email:	trademark@butzel.com		
Correspondent Name:	John C. Blattner		
Address Line 1:	350 South Main Street		
Address Line 2:	Suite 300		
Address Line 4:	Ann Arbor, MICHIGAN 48104		
ATTORNEY DOCKET NUMBER:	000111402-0006		
NAME OF SUBMITTER:	John C. Blattner		
Signature:	/John C. Blattner/		

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TRADEMARK
REEL: 004079 FRAME: 0925

Date:

10/16/2009

Total Attachments: 2

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TRADEMARK ASSIGNMENT

Whereas, Shave Works, LLC, a New York limited liability company, having its principal place of business at 560 Broadway, Suite 503, New York, NY 10012 (hereinafter referred to as "Assignor"), has intended to use the Mark (see Schedule A attached) in commerce and has filed an application with the United States Trademark Office, indicating that intention, but has not yet filed the allegation of use under §§1(c) or 1(d) of The Trademark Act; and

Whereas, Assignor is assigning the Mark as part of the entire business or portion thereof to which the mark pertains as required by 15 U.S.C. § 1060;

Whereas, Anthony For Men, LLC, a Michigan limited liability company, having its principal place of business at 560 Broadway, Suite 503, New York, NY 10012 (hereinafter referred to as "Assignee"), the successor of the ongoing and existing business [or portion thereof] of Assignor to which the Mark pertains, is desirous of acquiring said Mark and the pending intent-to-use application therefor;

Now, therefore, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign to Assignee all right, title, and interest in and to the Mark and the goodwill of business symbolized thereby.

Shave Works, LLC

By: Anthony Sosnick
Anthony Sosnick

Its: Member

Date: 9/29/09

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Schedule A

Mark	Serial No.	File Date
THE COOL FIX	77/671105	02/16/2009

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