

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
Dawn J. Bennett		03/04/2010	INDIVIDUAL: UNITED STATES

RECEIVING PARTY DATA

Name:	DJB Holding, LLC
Street Address:	1400 K Street NW, Suite 501
City:	Washington
State/Country:	DISTRICT OF COLUMBIA
Postal Code:	20005
Entity Type:	LIMITED LIABILITY COMPANY: UNITED STATES

PROPERTY NUMBERS Total: 60

Property Type	Number	Word Mark
Serial Number:	77240331	B. ELEGANCE
Serial Number:	77240335	B. ELEGANCE
Serial Number:	77240338	B. ELEGANCE
Serial Number:	77240343	B. ELEGANCE
Serial Number:	77240346	B. ELEGANCE
Serial Number:	77240351	B. ELEGANCE
Serial Number:	77240353	B. ELEGANCE
Serial Number:	77240358	B. ELEGANCE
Serial Number:	77240363	B. ELEGANCE
Serial Number:	77240369	B. ELEGANCE
Serial Number:	77240372	B. ELEGANCE
Serial Number:	77240374	B. ELEGANCE
Serial Number:	77240379	B. ELEGANCE
Serial Number:	77240386	B. ELEGANCE

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Serial Number:	77090391	BITCH ELEGANCE
Serial Number:	77109860	BITCH ELEGANCE
Serial Number:	77109854	BITCH ELEGANCE
Serial Number:	77109853	BITCH ELEGANCE
Serial Number:	77109849	BITCH ELEGANCE
Serial Number:	77109847	BITCH ELEGANCE
Serial Number:	77109844	BITCH ELEGANCE
Serial Number:	77109839	BITCH ELEGANCE
Serial Number:	77109831	BITCH ELEGANCE
Serial Number:	77109835	BITCH ELEGANCE
Serial Number:	77109830	BITCH ELEGANCE
Serial Number:	77109823	BITCH ELEGANCE
Serial Number:	77109817	BITCH ELEGANCE
Serial Number:	77109813	BITCH ELEGANCE
Serial Number:	77109820	BITCH ELEGANCE
Serial Number:	77240399	C. CHASE
Serial Number:	77240406	C. CHASE
Serial Number:	77240414	C. CHASE
Serial Number:	77240425	C. CHASE
Serial Number:	77240433	C. CHASE
Serial Number:	77240440	C. CHASE
Serial Number:	77240454	C. CHASE
Serial Number:	77240463	C. CHASE
Serial Number:	77240467	C. CHASE
Serial Number:	77240473	C. CHASE
Serial Number:	77240480	C. CHASE
Serial Number:	77240487	C. CHASE
Serial Number:	77240494	C. CHASE
Serial Number:	77240524	C. CHASE
Serial Number:	77109905	CLASSIC CHASE
Serial Number:	77109903	CLASSIC CHASE
Serial Number:	77109896	CLASSIC CHASE
Serial Number:	77109892	CLASSIC CHASE
Serial Number:	77109891	CLASSIC CHASE
Serial Number:	77109889	CLASSIC CHASE

Serial Number:	77109886	CLASSIC CHASE
Serial Number:	77109883	CLASSIC CHASE
Serial Number:	77109915	CLASSIC CHASE
Serial Number:	77109921	CLASSIC CHASE
Serial Number:	77109907	CLASSIC CHASE
Serial Number:	77109910	CLASSIC CHASE
Serial Number:	77109912	CLASSIC CHASE
Serial Number:	77240326	B. ELEGANCE
Serial Number:	77240514	C. CHASE
Serial Number:	77109901	CLASSIC CHASE
Serial Number:	77109919	CLASSIC CHASE

CORRESPONDENCE DATA

Fax Number: (212)425-5288
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 212-425-7200
Email: tmdocketny@kenyon.com
Correspondent Name: Jonathan D.Reichman, Esq.
Address Line 1: One Broadway
Address Line 4: New York, NEW YORK 10004

NAME OF SUBMITTER:	Jonathan D, Reichman, Esq.
Signature:	/Jonathan D. Reichman/
Date:	03/18/2010

Total Attachments: 4
source=Assignment from Dawn J. Bennett to DJB Holding LLC#page1.tif
source=Assignment from Dawn J. Bennett to DJB Holding LLC#page2.tif
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TRADEMARK ASSIGNMENT

This Assignment is made on this 4th day of March, 2010, by Dawn J. Bennett, a U.S. citizen, with an address of 5610 Wisconsin Avenue, #21C, Chevy Chase, Maryland 20815 ("ASSIGNOR"), to and in favor of DJB Holding LLC, a limited liability company duly organized under the laws of Delaware, having a place of business at 1400 K Street NW, Suite 501, Washington, D.C. 20005 ("ASSIGNEE").

WITNESSETH THAT:

WHEREAS, ASSIGNOR is the owner of all right, title and interest in and to the trademarks listed in attached Schedule "A" (the "Trademarks"); and

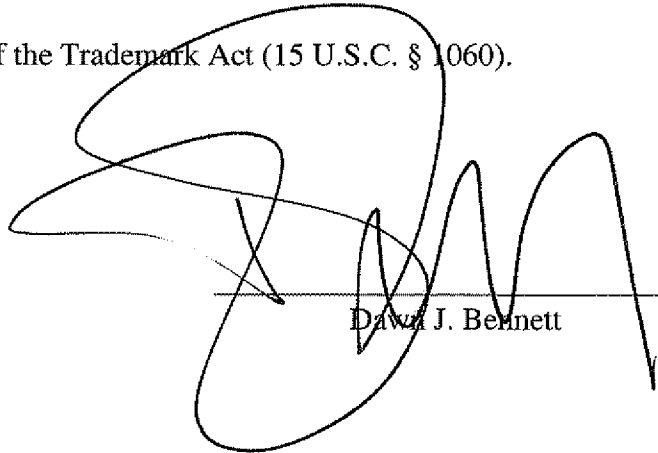
WHEREAS, ASSIGNEE wishes to acquire from ASSIGNOR all right, title and interest in and to the Trademarks,

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR hereby assigns to ASSIGNEE all of ASSIGNOR's right, title and interest in and to the Trademarks, together with the goodwill of the business appurtenant to and symbolized by the Trademarks, and including, without limitation, all pending applications for registration of the Trademarks as set forth in attached Schedule "A"; all common law rights in and to the Trademarks; and the right to sue and recover for, and the right to profits or damages due or accrued arising out of or in connection with, any and all past, present or future infringements or dilution of or damage or injury to the Trademarks, all of the foregoing to be

held and enjoyed by ASSIGNEE, its successors and assigns, to the same extent that such would have been held and enjoyed by ASSIGNOR had this assignment not been made.

ASSIGNEE is successor to the ASSIGNOR's business to which the Trademarks pertain, as required by Section 10 of the Trademark Act (15 U.S.C. § 1060).

Dated: 4 March, 2010



Dawn J. Bennett

SCHEDULE "A"

<u>TRADEMARKS</u>	<u>SER. NOS.</u>	<u>FILING DATE</u>
B. ELEGANCE	77/240331	27-Jul-2007
B. ELEGANCE	77/240335	27-Jul-2007
B. ELEGANCE	77/240338	27-Jul-2007
B. ELEGANCE	77/240343	27-Jul-2007
B. ELEGANCE	77/240346	27-Jul-2007
B. ELEGANCE	77/240351	27-Jul-2007
B. ELEGANCE	77/240353	27-Jul-2007
B. ELEGANCE	77/240358	27-Jul-2007
B. ELEGANCE	77/240363	27-Jul-2007
B. ELEGANCE	77/240369	27-Jul-2007
B. ELEGANCE	77/240372	27-Jul-2007
B. ELEGANCE	77/240374	27-Jul-2007
B. ELEGANCE	77/240379	27-Jul-2007
B. ELEGANCE	77/240386	27-Jul-2007
BITCH ELEGANCE	77/090391	24-Jan-2007
BITCH ELEGANCE	77/109860	16-Feb-2007
BITCH ELEGANCE	77/109854	16-Feb-2007
BITCH ELEGANCE	77/109853	16-Feb-2007
BITCH ELEGANCE	77/109849	16-Feb-2007
BITCH ELEGANCE	77/109847	16-Feb-2007
BITCH ELEGANCE	77/109844	16-Feb-2007
BITCH ELEGANCE	77/109839	16-Feb-2007
BITCH ELEGANCE	77/109831	16-Feb-2007
BITCH ELEGANCE	77/109835	16-Feb-2007
BITCH ELEGANCE	77/109830	16-Feb-2007
BITCH ELEGANCE	77/109823	16-Feb-2007
BITCH ELEGANCE	77/109817	16-Feb-2007
BITCH ELEGANCE	77/109813	16-Feb-2007
BITCH ELEGANCE	77/109820	16-Feb-2007
C. CHASE	77/240399	27-Jul-2007
C. CHASE	77/240406	27-Jul-2007
C. CHASE	77/240414	27-Jul-2007
C. CHASE	77/240425	27-Jul-2007
C. CHASE	77/240433	27-Jul-2007
C. CHASE	77/240440	27-Jul-2007
C. CHASE	77/240454	27-Jul-2007
C. CHASE	77/240463	27-Jul-2007
C. CHASE	77/240467	27-Jul-2007
C. CHASE	77/240473	27-Jul-2007
C. CHASE	77/240480	27-Jul-2007
C. CHASE	77/240487	27-Jul-2007
C. CHASE	77/240494	27-Jul-2007
C. CHASE	77/240524	27-Jul-2007
CLASSIC CHASE	77/109905	16-Feb-2007
CLASSIC CHASE	77/109903	16-Feb-2007

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CLASSIC CHASE	77/109910	16-Feb-2007
CLASSIC CHASE	77/109912	16-Feb-2007
B. ELEGANCE	77/240326	27-Jul-2007
C. CHASE	77/240514	27-Jul-2007
CLASSIC CHASE	77/109901	16-Feb-2007
CLASSIC CHASE	77/109919	16-Feb-2007

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RECORDED: 03/18/2010

TRADEMARK
REEL: 004169 FRAME: 0557