

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Phanny Silk Group Inc.		06/23/2010	CORPORATION: NEW YORK

RECEIVING PARTY DATA

Name:	Bliss Apparel Group Inc.
Street Address:	246 West 35th Street
City:	New York
State/Country:	NEW YORK
Postal Code:	10001
Entity Type:	CORPORATION: NEW YORK

PROPERTY NUMBERS Total: 9

Property Type	Number	Word Mark
Serial Number:	77431988	VINTAGE ROYALTY
Serial Number:	77552298	STATE OF BLISS
Serial Number:	77552303	SUNSET BLISS
Serial Number:	77612671	2TWIRL
Serial Number:	77722871	EARTH AND LIFE
Serial Number:	77879784	THESIS
Serial Number:	77955190	HANNAH JONES COUTURE
Registration Number:	3537588	SAVAGE LOVE
Registration Number:	3505832	ISABELLA RODRIGUEZ

CORRESPONDENCE DATA

Fax Number: (212)382-0888
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 2125820700
 Email: cgodfrey@ostrolenk.com
 Correspondent Name: OSTROLENK FABER LLP

OP \$240.00 77431988

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**TRADEMARK
 REEL: 004230 FRAME: 0092**

Address Line 1: 1180 Avenue of the Americas
Address Line 4: New York, NEW YORK 10036

ATTORNEY DOCKET NUMBER:	4996-1 (V16024)
NAME OF SUBMITTER:	Max Moskowitz
Signature:	/max moskowitz/
Date:	06/23/2010
Total Attachments: 2 source=01153475#page1.tif source=01153475#page2.tif	

Our File Nos. T/4996-2, T/4996-6, T/4996-11, T/4996-12,
T/4996-3, T/4996-14, T/4996-22, T/4996-25 and T/4996-33

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

A S S I G N M E N T

WHEREAS, Phanny Silk Group Inc., a corporation, organized and existing under the laws of the state of New York, and doing business at:

246 West 35th Street
New York, New York 10001

(hereinafter called the Assignor), has adopted and is using or is intending to use marks which are the subject of registrations and applications in the U.S. Patent and Trademark Office, as follows:

(See Schedule A attached.)

AND, WHEREAS Bliss Apparel Group Inc., a corporation, organized and existing under the laws of the state of New York, whose principal office and place of business is:

246 West 35th Street
New York, NY 10001

(hereinafter called the Assignee), is desirous of acquiring said marks, and the registrations thereof;

NOW, THEREFORE, for good and valuable consideration receipt of which is hereby acknowledged, said Assignor does hereby assign unto the said Assignee all of its rights, title and interest in and to the said marks, together with the goodwill of the business symbolized by the marks, and the registrations thereof.

Phanny Silk Group Inc.

By: _____

Name: Leon Hedvat

Title: President

06-23-2010

[Date]

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Schedule A

Our File No.	U.S. Trademark Serial No.	U.S. Trademark Registration No.	Mark
T/4996-2		3,537,588	SAVAGE LOVE
T/4996-6		3,505,832	ISABELLA RODRIGUEZ
T/4996-11	77/431,988		VINTAGE ROYALTY
T/4996-12	77/552,298		STATE OF BLISS
T/4996-13	77/552,303		SUNSET BLISS
T/4996-14	77/612,671		2TWIRL
T-4996-22	77/722,871		EARTH AND LIFE
T/4996-25	77/879,784		HANNAH JONES COUTURE
T/4996-33	77/955,190		THESIS

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