

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	Assigns all right, title and interest		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Shave Works, LLC		05/11/2010	LIMITED LIABILITY COMPANY: NEW YORK
RECEIVING PARTY DATA			
Name:	Anthony for Men, L.L.C.		
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: 3			
Property Type	Number	Word Mark	
Serial Number:	77609941	SHAVEWORKS	
Serial Number:	77784141	SHAVEWORKS	
Serial Number:	77609938	SHAVEWORKS	
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:	141129-01		

CH \$90.00 77609941

900166397

**TRADEMARK
 REEL: 004238 FRAME: 0010**

NAME OF SUBMITTER:	John C. Blattner
Signature:	/John C. Blattner/
Date:	07/06/2010
Total Attachments: 2 source=Shave Works Assignment signed#page1.tif source=Shave Works Assignment signed#page2.tif	

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 Marks (see Schedule A attached) in commerce and has filed applications with the United States Trademark Office, indicating that intention, but has not yet filed the allegations of use under §§1(c) or 1(d) of The Trademark Act; and

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

Whereas, Anthony for Men, L.L.C., 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 Marks pertain, is desirous of acquiring said Marks and the pending intent-to-use applications 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 Marks and the goodwills of business symbolized thereby.



SHAVE WORKS, LLC

By: Anthony Sosnick
Anthony Sosnick

Its: President

Date: 5/11/2010

Schedule A

Mark	Serial No.	File Date
SHAVEWORKS	77/609,941	11/07/2008
	77/784,141	07/17/2009
	77/609,938	11/07/2008