

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
Erendira Tristan		09/10/2010	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	LF USA Inc.		
Street Address:	1359 Broadway, 16th Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10018		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3764749	LILY BLOOM	
CORRESPONDENCE DATA			
Fax Number:	(212)632-5555		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	2126325500		
Email:	lmoffatt@salans.com		
Correspondent Name:	Lora A. Moffatt		
Address Line 1:	c/o Salans, 620 Fifth Avenue		
Address Line 4:	New York, NEW YORK 10020		
ATTORNEY DOCKET NUMBER:	0208586.0046		
NAME OF SUBMITTER:	Lora A. Moffatt		
Signature:	/lora a moffatt/		
Date:	09/13/2010		

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TRADEMARK
 REEL: 004276 FRAME: 0898

Total Attachments: 1
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ASSIGNMENT OF TRADEMARK

THIS ASSIGNMENT OF TRADEMARK ("Assignment"), is made by Erendira Tristan, an individual, having a postal address of 229 West 115th St., 5A, New York, New York 10026 (hereinafter the "Assignor") for the benefit of , **LF USA Inc.**, a Delaware corporation having its principal place of business at 1359 Broadway, 16th Floor, New York, New York 10018 (hereinafter the "Assignee"), on September 10, 2010.

WHEREAS, Assignor has adopted and used and is the owner of the trademark LILY BLOOM & Design which registered in the United States Patent and Trademark Office under registration number 3764749 on March 23, 2010, including all applications and registrations, thereto, all common law rights and all goodwill associated (the "Trademark");

WHEREAS, Assignor has agreed to assign, transfer and covey all right, title and interest in and to the Trademark to Assignee; and

WHEREAS, Assignee has agreed to acquire all of Assignor's right, title and interest in and to the Trademarks.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor, intending to be legally bound, hereby agrees as follows:

1. Assignor does hereby assign, transfer, convey and set over to Assignee all of its full right, title and interest, including common law rights, in the United States of America in and to the Trademark, together with the goodwill of the business symbolized by said Trademark, any applications and registrations thereof, any renewal rights therein, any revival or reinstatement rights therein, and the exclusive right to enforce the Trademark in the United States in the sole name of Assignee, its successors, legal representatives and assigns; the aforesaid transferred rights, title and interests to be held and enjoyed by Assignee, its successors, legal representatives and assigns as fully and entirely as the same would have been held and enjoyed by Assignor had this assignment not been made.

2. Assignor hereby agrees to execute, at Assignee's expense, all instruments, documents and papers and to perform such other proper acts as Assignee, its successors or assigns may deem reasonably necessary to secure to Assignee, its successors or assigns the rights hereby assigned.

3. This Assignment shall be governed by, and construed in accordance with, the laws of the State of New York and the applicable federal laws of the United States of America.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be duly executed and delivered by its duly authorized officer as of the date first set forth above.

By: 
Name: ERENDIRA TRISTAN
Title: Owner