

**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
Block Headwear, Ltd.		09/01/2010	CORPORATION: NEW YORK

**RECEIVING PARTY DATA**

Name:	Concept Three, L.L.C.
Street Address:	119 West 40th Street
City:	New York
State/Country:	NEW YORK
Postal Code:	10018
Entity Type:	LIMITED LIABILITY COMPANY: NEW YORK

**PROPERTY NUMBERS Total: 1**

Property Type	Number	Word Mark
Registration Number:	2734012	B

**CORRESPONDENCE DATA**

Fax Number: (212)684-3999  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 212-684-3900  
 Email: mkessel@grr.com  
 Correspondent Name: Jeffrey M. Kaden  
 Address Line 1: 270 Madison Ave  
 Address Line 2: 8th Floor  
 Address Line 4: New York, NEW YORK 10016

NAME OF SUBMITTER:	Jeffrey M. Kaden
Signature:	/Jeffrey M. Kaden/
Date:	10/06/2010

Total Attachments: 2

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**UNITED STATES TRADEMARK ASSIGNMENT**

**WHEREAS**, BLOCK HEADWEAR, LTD., (hereinafter “**Assignor**”), a New York corporation, with offices at 42 Glen Head Avenue, New York, NY 11545, is the owner of the entire right, title, and interest in and to the following United States trademark registration, and the goodwill associated with said trademark registration:

<b><u>MARK</u></b>	<b><u>REG./APP. NO.</u></b>	<b><u>CLASS</u></b>
B (Logo)	2734012	25

**WHEREAS**, CONCEPT THREE, L.L.C, (hereinafter “**Assignee**”), a limited liability company organized and existing under laws of the State of New York, having a place of business at 119 West 40<sup>th</sup> Street, New York, New York 10018, is desirous of acquiring Assignor’s entire right, title, and interest in and to said trademark registration in the class listed above in the United States, and the goodwill associated therewith.

**NOW, THEREFORE**, for good and valuable consideration, receipt of which is hereby acknowledged, **Assignor** does hereby assign and transfer to **Assignee** all of its right, title, and interest in and to said trademark registration in the class listed above in the United States, together with the goodwill associated with such trademark registration; as well as the right to sue for past, present and/or future infringement.

**Assignor** agrees to perform all reasonable and proper acts at the request and expense of **Assignee**, which **Assignee** may require in order to vest all of **Assignor's** rights, title, and interest in and to said trademark registration in **Assignee** or its successor.

IN WITNESS WHEREOF, I have set my signature herewith:

BLOCK HEADWEAR, LTD.

Dated: September 1, 2010

*[Signature]*  
Title

State of OHIO  
County of HAWCOCK

On this 1<sup>st</sup> day of September, 2010, before me appeared the person(s) who signed this instrument, who being sworn, acknowledged that he or she signed this instrument as a free act.

*[Signature]*  
Notary Public  
Brian R. Kreinbrink  
Notary Public, State of Ohio  
My Commission Expires  
June 15, 2015