

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
HAYLEY BARNA		10/14/2010	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	BIRCHBOX, INC.		
Street Address:	17 Tallwoods Road		
City:	Armonk		
State/Country:	NEW YORK		
Postal Code:	10504		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77947655	BIRCHBOX	
CORRESPONDENCE DATA			
Fax Number:	(800)232-1764		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212 448-1100		
Email:	ochernin@mclaughlinstem.com		
Correspondent Name:	Oliver R. Chernin		
Address Line 1:	260 Madison Avenue		
Address Line 2:	McLaughlin & Stern, LLP		
Address Line 4:	New York, NEW YORK 10016		
ATTORNEY DOCKET NUMBER:	3108.000		
NAME OF SUBMITTER:	Oliver R. Chernin		
Signature:	/Oliver R. Chernin/		
Date:	10/15/2010		

CH \$40.00 77947655

Total Attachments: 1
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ASSIGNMENT OF APPLICATION OF MARK

WHEREAS, HAYLEY BARNA, a United States citizen, having a place of business at 17 Tallwoods Road, Armonk, NY 10504, has a *bona fide* intent to use and is the owner of the following service mark applied for in the United States Patent and Trademark Office:

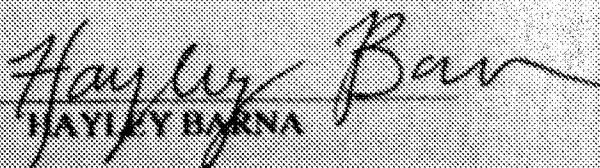
Service Mark	Serial No.	Filed
BIRCHBOX	77/947,655	March 1, 2010

AND WHEREAS, BIRCHBOX, INC., a Delaware corporation, having a place of business at 17 Tallwoods Road, Armonk, NY 10504, is desirous of acquiring the aforesaid service mark, the good will of the business symbolized by the service mark, the entire business to which the aforesaid mark pertains and that is the subject of the application identified above, and the application and any registration resulting thereof;

NOW, THEREFORE, in consideration of and in exchange for the sum of ten dollars (\$ 10.00) and other good and valuable consideration, receipt and sufficiency of which is hereby acknowledged, said HAYLEY BARNA, does hereby assign, transfer, and convey, unto BIRCHBOX, INC., the entire right, title and interest in and to the said service mark, together with the good will of the business symbolized by the service mark, the entire business to which the aforesaid mark pertains and that is the subject of the application identified above, and the application and any registration resulting thereof.

IN WITNESS WHEREOF the undersigned has executed this assignment as of this

14 day of OCTOBER, 2010


HAYLEY BARNA