

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
Phanny Silk Group Inc.		01/20/2011	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: 1			
Property Type	Number	Word Mark	
Serial Number:	77709772	CHARM SCHOOL	
CORRESPONDENCE DATA			
Fax Number:	(212)382-0888		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-382-0700		
Email:	roneill@ostrolenk.com		
Correspondent Name:	Max Moskowitz		
Address Line 1:	1180 Avenue of the Americas		
Address Line 2:	7th Floor		
Address Line 4:	New York, NEW YORK 10036		
NAME OF SUBMITTER:	Max Moskowitz		
Signature:	/max moskowitz/		
Date:	01/24/2011		

OP \$40.00 77709772

Total Attachments: 1

900182120

**TRADEMARK
 REEL: 004459 FRAME: 0414**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**ASSIGNMENT**

WHEREAS, Phanny Silk Group Inc., a corporation, organized and existing under the laws of New York, and doing business at: 525 7th Avenue, Suite 1609, New York, New York 10018 (hereinafter called the Assignor), has adopted and is using a mark which is the subject of a registration in the U.S. Patent and Trademark Office, as follows:

Serial No. : 771709,772
 Mark : CHARM SCHOOL
 Filed : April 8, 2009

AND, WHEREAS, Bliss Apparel Group Inc., a corporation, organized and existing under the laws of New York, whose principal office and place of business is: 246 West 35th Street, New York, New York 10001 (hereinafter called the Assignee), is desirous of acquiring said mark, and the registration 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 mark, together with the goodwill of the business symbolized by the mark, and the registration thereof.

PHANNY SILK GROUP INC.

01-20-2011

[Date]

By: 

Name: Leon Hedvat

Title: President