

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
Demetrios Licensing Ltd.		03/30/2011	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	DJE Publications Limited		
Street Address:	222 West 37th Street		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10018		
Entity Type:	CORPORATION: NEW YORK		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	1764402	FOR THE BRIDE BY DEMETRIOS	
Registration Number:	2473370	FOR THE BRIDE	
CORRESPONDENCE DATA			
Fax Number:	(212)684-3999		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(212) 684-3900		
Email:	jkaden@grr.com		
Correspondent Name:	Jeffrey M. Kaden, Esq.		
Address Line 1:	270 Madison Avenue		
Address Line 2:	8th Floor		
Address Line 4:	New York, NEW YORK 10016-0601		
ATTORNEY DOCKET NUMBER:	0706/0112		
NAME OF SUBMITTER:	Jeffrey M. Kaden		
Signature:	/Jeffrey M. Kaden/		

OP \$65.00 1764402

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TRADEMARK
REEL: 004518 FRAME: 0486

Date:

04/08/2011

Total Attachments: 3

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

TRADEMARK ASSIGNMENT

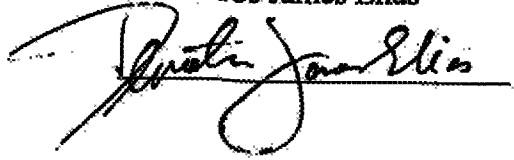
WHEREAS, Demetrios Licensing, Ltd., a corporation organized under the laws of the state of New York, having an address of 222 West 37th Street, New York, New York 10018 (hereinafter referred to as the "ASSIGNOR"), owns the trademarks and registrations therefore as listed in Schedule A hereto (hereinafter referred to as the "MARKS"); and

WHEREAS, DJE Publications Limited, a corporation organized under the laws of the state of New York, with an address of 222 West 37th Street, New York, New York 10018 (hereinafter referred to as the "ASSIGNEE"), is desirous of acquiring all of the right, title and interest of ASSIGNOR in, to and under the MARKS, together with the goodwill of the business symbolized by the MARKS;

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration paid by the ASSIGNEE to the ASSIGNOR, the full receipt and sufficiency of which are hereby acknowledged, ASSIGNOR does hereby sell, assign, transfer and convey unto ASSIGNEE its right, title and interest in and to the MARKS, together with the goodwill of the business symbolized by the MARKS, and the right to sue and recover for past infringement thereof.

IN WITNESS WHEREOF, ASSIGNOR has caused this Assignment to be duly
executed as of the 30th day of March, 2011.

Demetrios James Elias



Sworn to and subscribed before me
this 30th day of March, 2011.



Notary Public

JACQUELINE PERALTA
NOTARY PUBLIC #01PE5033756
QUALIFIED IN NEW YORK COUNTY
STATE OF NEW YORK
COMMISSION EXPIRES: 9.26.2014

SCHEDULE A

<u>Mark</u>	<u>Registration No.</u>	<u>Issue Date</u>
FOR THE BRIDE BY DEMETRIOS	1,764,402	4/13/1993
FOR THE BRIDE	2,473,370	7/31/2001