

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
Elle and Blair Fowler, Inc.		08/05/2011	CORPORATION: TENNESSEE
RECEIVING PARTY DATA			
Name:	EBIP, LLC		
Street Address:	1258 Ridgetop Trail		
City:	Kingsport		
State/Country:	TENNESSEE		
Postal Code:	37664		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85231095	ELLE & BLAIR	
CORRESPONDENCE DATA			
Fax Number:	(206)749-2006		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	206-447-8925		
Email:	stepn@foster.com		
Correspondent Name:	Nancy V. Stephens		
Address Line 1:	1111 3rd Avenue		
Address Line 2:	Suite 3400		
Address Line 4:	Seattle, WASHINGTON 98101		
ATTORNEY DOCKET NUMBER:	205849-1 ELLE&BLAIR ASSN		
NAME OF SUBMITTER:	Nancy V. Stephens		
Signature:	/Nancy V, Stephens/		
Date:	08/11/2011		
Total Attachments: 1 source=ASSIGNMENT ELLE&BLAIR#page1.tif			

CH \$40.00 85231095

**ASSIGNMENT OF ELLE & BLAIR
TRADEMARK AND TRADEMARK APPLICATION**

WHEREAS, Elle and Blair Fowler, Incorporated, a Tennessee corporation, ("Assignor") holds United States Patent and Trademark Office Application Serial No. 85231095 for the trademark ELLE & BLAIR covering goods and services in Classes 3, 14 and 25 on the basis of an intent-to-use ("Trademark"), and


WHEREAS, Assignor desires to assign the Trademark along with the entire business associated with the Trademark to EBIP, LLC, a Delaware limited liability company, with a principal place of business at 1258 Ridgeway Trail, Kingsport, Tennessee 37664 ("Assignee"), and

NOW THEREFORE, the Assignor, in consideration of the sum of \$1.00 and other good and valuable consideration paid to the Assignor by the Assignee, the receipt and sufficiency of which is acknowledged, has agreed to sell, assign and transfer and does sell, assign and transfer to Assignee all of its right, title and interest in and to the Trademark along with its interest in the associated business.

IN WITNESS WHEREOF the below-named Assignor hereby executes this assignment on this 5th day of August, 2011.

ASSIGNOR

ELLE AND BLAIR, INCORPORATED

By 
Scott Fowler, President

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TRADEMARK AND TRADEMARK APPLICATION