

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
BLISS APPAREL GROUP INC.		08/12/2011	CORPORATION: NEW YORK

RECEIVING PARTY DATA

Name:	4 PILLAR DYNASTY LLC
Street Address:	246 W. 35TH STREET
City:	NEW YORK
State/Country:	NEW YORK
Postal Code:	10001
Entity Type:	LIMITED LIABILITY COMPANY: NEW YORK

PROPERTY NUMBERS Total: 7

Property Type	Number	Word Mark
Registration Number:	3505832	ISABELLA RODRIGUEZ
Registration Number:	3537588	SAVAGE LOVE
Serial Number:	77955190	HANNAH JONES COUTURE
Registration Number:	3923692	CHARM SCHOOL
Registration Number:	3935338	THESIS
Serial Number:	85213759	VINTAGE ROYALTY
Registration Number:	3854385	2TWIRL

CORRESPONDENCE DATA

Fax Number: (212)382-0888
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: (212) 382-0700
 Email: smcmahon@ostrolenk.com
 Correspondent Name: MAX MOSKOWITZ
 Address Line 1: 1180 AVENUE OF THE AMERICAS, 7TH FLOOR
 Address Line 2: OSTROLENK FABER LLP

OP \$190.00 3505832

Address Line 4: NEW YORK, NEW YORK 10036

ATTORNEY DOCKET NUMBER: 8/4996-1 V20417

NAME OF SUBMITTER: MAX MOSKOWITZ

Signature: /MM/

Date: 08/15/2011

Total Attachments: 2
source=4996-1 - Bliss to 4 Pillar Dynasty DEED#page1.tif
source=4996-1 - Bliss to 4 Pillar Dynasty DEED#page2.tif

ASSIGNMENT & AGREEMENT

WHEREAS, Bliss Apparel Group Inc., a corporation organized and existing under the laws of the State of New York, with an address at 246 W. 35th Street, New York, New York 10001 ("Assignor"), is the current record owner of the marks identified on the attached Schedule A that are the subject of applications and registrations in the U.S. Patent and Trademark Office (the "trademarks");

AND WHEREAS, 4 Pillar Dynasty LLC, a limited liability company organized and existing under the laws of the State of New York, with an address at 246 W. 35th Street, New York, New York 10001 ("Assignee"), is desirous of acquiring the trademarks, together with the goodwill of the business symbolized by the trademarks;

NOW, THEREFORE, in consideration of good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to the trademarks, together with the goodwill of the business symbolized by the trademarks, including the right to file suit to recover damages and profits for past infringement.

IN WITNESS WHEREOF, Assignor has executed this instrument on the date set forth below.

BLISS APPAREL GROUP INC.
By: _____
Name: Leon Herbert
Title: President
Date: 08-12-2011

4 PILLAR DYNASTY LLC
By: _____
Name: Leon Herbert
Title: President
Date: 08-12-2011

SCHEDULE A

Attorney Reference	U.S. Trademark Application Serial No.	U.S. Trademark Registration No.	Mark
T/4996-6	77/042,733	3,505,832	ISABELLA RODRIGUEZ
T/4996-25	77/955,190		HANNAH JONES COUTURE
T/4996-2	77/038,541	3,537,588	SAVAGE LOVE
T/4996-20	77/709,772	3,923,692	CHARM SCHOOL
T/4996-33	77/879,784	3,935,338	THESIS
T/4996-34	85/213,759		VINTAGE ROYALTY
T/4996-14	77/612,671	3,854,385	2TWIRL

{01252796.1}