

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
JW Brands LLC		09/13/2011	LIMITED LIABILITY COMPANY: DELAWARE

RECEIVING PARTY DATA

Name:	Aerin LLC
Street Address:	595 Madison Avenue, 5th Floor
City:	New York
State/Country:	NEW YORK
Postal Code:	10022
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 21

Property Type	Number	Word Mark
Serial Number:	85090972	AERIN
Serial Number:	85273903	AERIN
Serial Number:	85975043	AERIN
Serial Number:	85277430	AERIN
Serial Number:	85277443	AERIN
Serial Number:	85277462	AERIN
Serial Number:	85277475	AERIN
Serial Number:	85277485	AERIN
Serial Number:	85277493	AERIN
Serial Number:	85277502	AERIN
Serial Number:	85277512	AERIN
Serial Number:	85277551	A
Serial Number:	85277562	A
Serial Number:	85277570	A

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Serial Number:	85277579	A
Serial Number:	85277587	A
Serial Number:	85277592	A
Serial Number:	85277599	A
Serial Number:	85277611	A
Serial Number:	85150729	A
Serial Number:	85273916	A

CORRESPONDENCE DATA

Fax Number: (212)451-2222
Phone: 212.451.2300
Email: mgrieco@olshanlaw.com
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.
Correspondent Name: Olshan Grundman Frome Rosenzweig & Wolos
Address Line 1: 65 East 55th Street
Address Line 2: Mary L. Grieco
Address Line 4: New York, NEW YORK 10022

ATTORNEY DOCKET NUMBER:	ASSIGNMENTS 8320.003
NAME OF SUBMITTER:	Mary L. Grieco
Signature:	/mary grieco/
Date:	09/13/2011

Total Attachments: 3
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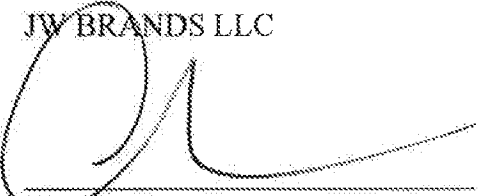
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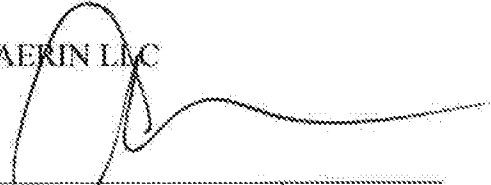
WHEREAS, JW Brands LLC, a limited liability company organized and existing under the laws of the State of Delaware, located and doing business at 595 Madison Avenue, 5th Floor, New York, NY 10022 (hereinafter referred to as "Assignor"), is the owner of the trademarks listed on Schedule A ("Marks") as well as the pending applications for the same for the same listed on Schedule A;

WHEREAS, Aerin LLC, a limited liability company organized and existing under the laws of the State of Delaware, located and doing business at 595 Madison Avenue, 5th Floor, New York, NY 10022 (hereinafter referred to as "Assignee") desires to acquire the Marks, and any and all applications and/or registrations therefor, together with the goodwill of the business symbolized by the Marks; and

WHEREAS, Assignee is the successor to the portion of Assignors' business to which the mark pertains; and

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee, its successors and assigns, absolutely and forever, the entire right, title and interest, whether statutory or at common law, in and to the Marks, together with the goodwill of the business symbolized by the Marks, throughout the world, and any and all applications and/or registrations therefor, together with all causes of action for previously occurring infringements of the rights being assigned, and the right to receive and retain the proceeds relating to those infringements.

Dated: 9/13, 2011 By: JW BRANDS LLC

Name: Aerin Laufer
Title: Managing Member

Dated: 9/13, 2011 By: AERIN LLC

Name: Aerin Laufer
Title: Managing Member

SCHEDULE A

TRADEMARKS

AERIN



APPLICATIONS

Country	Mark	Application No.
United States of America	AERIN	85090972
United States of America	AERIN	85273903
United States of America	AERIN	85975043
United States of America	AERIN	85277430
United States of America	AERIN	85277443
United States of America	AERIN	85277462
United States of America	AERIN	85277475
United States of America	AERIN	85277485
United States of America	AERIN	85277493
United States of America	AERIN	85277502
United States of America	AERIN	85277512

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Country	Mark	Application No.
United States of America	A & Design	85277551
United States of America	A & Design	85277562
United States of America	A & Design	85277570
United States of America	A & Design	85277579
United States of America	A & Design	85277587
United States of America	A & Design	85277592
United States of America	A & Design	85277599
United States of America	A & Design	85277611
United States of America	A & Design	85150729
United States of America	A & Design	85273916
Canada	AERIN	1524289
Canada	A & Design	1524292

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