

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
Name	Formerly	Execution Date	Entity Type
No Excuses Sportswear, Ltd.		11/23/2011	CORPORATION: NEW YORK
<b>RECEIVING PARTY DATA</b>			
Name:	AOM Holding, LLC		
Street Address:	501 7th Avenue		
Internal Address:	12th Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10018		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
Property Type	Number	Word Mark	
Registration Number:	1887226	FEMME FATALE	
<b>CORRESPONDENCE DATA</b>			
Fax Number:	(732)634-3511		
Phone:	732-634-3520		
Email:	bgaynor@ezrasutton.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Correspondent Name:	Law Offices of Ezra Sutton, PA		
Address Line 1:	900 Route 9		
Address Line 4:	Woodbridge, NEW JERSEY 07095		
NAME OF SUBMITTER:	Brian M. Gaynor		
Signature:	/brian gaynor/		
Date:	11/30/2011		
Total Attachments: 2 source=20111130141440#page1.tif source=20111130141440#page2.tif			

**CH \$40.00 1887226**

UNITED STATES TRADEMARK ASSIGNMENT

WHEREAS, NO EXCUSES SPORTSWEAR, LTD., (hereinafter "Assignor"), a New York corporation, with offices at 1411 Broadway, New York, New York 10018, is the owner of its entire rights, title, and interest in and to the following U.S. trademark registration, and the trademark FEMME FATALE in all categories, and the goodwill of the business associated with said mark and registration in the U.S. and elsewhere:

<u>MARK</u>	<u>REG. NO.</u>	<u>CLASS</u>
FEMME FATALE	1,887,226	025

WHEREAS, AOM HOLDING, L.L.C., (hereinafter "Assignee"), a limited liability company organized and existing under laws of the State of Delaware, having a place of business at 501 7<sup>th</sup> Avenue, 12<sup>th</sup> Floor, New York, New York 10018, is desirous of acquiring Assignor's entire right, title, and interest in and to said trademark registration, and said trademark FEMME FATALE in all categories, and the goodwill of the Assignor's business associated with said trademark and registration in the U.S. and elsewhere;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign and transfer to Assignee all of its rights, title, and interest in and to said trademark registration, and said trademark FEMME FATALE in all categories, together with the goodwill of Assignor's business associated with said trademark and registration in the U.S.

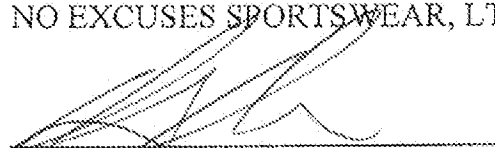
and elsewhere; as well as the right to sue for past infringement.

Assignor agrees to perform all reasonable and proper acts at the request and expense of Assignee, which Assignee may require in order to vest all of Assignor's rights, title, and interest in and to said trademark and trademark registration in Assignee or its successor.

IN WITNESS WHEREOF, I have set my signature herewith:

NO EXCUSES SPORTSWEAR, LTD.

Dated: November 23, 2011

  
BOBBY REISS, C.E.O.

State of New York  
County of New York

On this 23 day of November, 2011, before me appeared the person(s) who signed this instrument, who being sworn, acknowledged that he or she signed this instrument as a free act.

  
Notary Public

ROBIN A. KAPLAN  
Notary Public, State of New York  
No. 01KA5075533  
Qualified in Westchester County  
Character Card on File in New York County  
My Commission Expires April 7, 2015