

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
PS BRANDS, LLC		12/05/2011	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	BHPC ASSOCIATES, LLC		
Street Address:	1370 Broadway		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10018		
Entity Type:	limited liability corporation: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	4029378	BEVERLY HILLS SPORT	
Registration Number:	4011632	BHS	
Serial Number:	85206505		
CORRESPONDENCE DATA			
Fax Number:	(212)292-5391		
Phone:	212-292-5390		
Email:	mail@ipcounselors.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:	EPSTEIN DRANGEL LLP		
Address Line 1:	60 East 42nd Street, Suite 2410		
Address Line 4:	New York, NEW YORK 10165		
ATTORNEY DOCKET NUMBER:	2938-001		
NAME OF SUBMITTER:	Dermot M Sheridan		

CH \$90.00 4029378

900208708

**TRADEMARK
 REEL: 004671 FRAME: 0904**

Signature:	/dermot m. sheridan/
Date:	12/05/2011
Total Attachments: 2 source=120511 US assignment signed#page1.tif source=120511 US assignment signed#page2.tif	

TRADEMARK ASSIGNMENT

WHEREAS, **PS BRANDS, LLC**, a limited liability company organized and existing under the laws of the state of Delaware, with an address at 109 West 33rd Street, New York, NY 10001 (hereinafter the 'ASSIGNOR'), is the owner of the trademarks listed in Schedules A and B annexed to this agreement including any and all applications therefor and/or registrations thereof;

AND WHEREAS, **BHPC ASSOCIATES, LLC**, a limited liability corporation organized and existing under the laws of the state of Delaware, with an address of 1370 Broadway, New York, NY 10018 (hereinafter the 'ASSIGNEE') is desirous of acquiring all rights, title and interest in and to the trademarks, trademark registrations and application listed in Schedules A and B annexed to this agreement, and to the goodwill of the business symbolized by said trademarks;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, said ASSIGNOR does hereby sell, assign and transfer unto said ASSIGNEE, its successors and assigns, all of its rights, title and interest in and to the trademarks, trademark registrations and application listed in Schedules A and B annexed to this agreement, and to the goodwill of the business symbolized by said trademarks.

FURTHER, said ASSIGNOR hereby transfers its rights to sue and collect damages for any past or present infringement with respect to said trademarks.

IN WITNESS WHEREOF, said ASSIGNOR has hereunto executed this instrument on this 5th day of December, 2011.

PS BRANDS, LLC

Signature: 

Name: Elie Levy

Title: CEO

Schedule A - US trademark registrations.

Mark	Registration Number	Registration Date
BEVERLY HILLS SPORT	4,029,378	September 20, 2011
BHS	4,011,632	August 16, 2011

Schedule B - US trademark applications.

Mark	Application Number	Filing Date
(cider logo)	85/206,505	December 28, 2010