

## 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
Denim Project LLC		03/08/2012	LIMITED LIABILITY COMPANY:
RECEIVING PARTY DATA			
Name:	Lifeguard Licensing Corp.		
Street Address:	1384 Broadway		
Internal Address:	17th Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10018		
Entity Type:	CORPORATION: NEW YORK		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	77802347	RAW DIAMOND	
Serial Number:	77802334	RAW DIAMOND	
CORRESPONDENCE DATA			
Fax Number:	(212)382-3455		
Phone:	212-391-4600		
Email:	tmcniff@rvcent.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:	Thomas McNiff		
Address Line 1:	1384 Broadway		
Address Line 2:	17th Floor		
Address Line 4:	New York, NEW YORK 10018		
NAME OF SUBMITTER:	Ruben Azrak		
Signature:	/Ruben Azrak/		

OP \$65.00 77802347

Date:

03/09/2012

Total Attachments: 2

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## TRADEMARK ASSIGNMENT

WHEREAS, Denim Project LLC, a New York limited liability company, having its principal place of business at 1384 Broadway, 17<sup>th</sup> Floor, New York, New York 10018 (“Assignor”), is the owner of all right, title and interest to the trademarks stated in the attached Exhibit A and U.S. trademark Registrations and Applications stated therein, and all goodwill associated therewith; and

WHEREAS, Lifeguard Licensing Corp., a New York corporation, having its principal place of business at 1384 Broadway, 17<sup>th</sup> Floor, New York, New York 10018 (“Assignee”), is desirous of acquiring the trademarks stated in the Exhibit A, the business symbolized thereby, U.S. Registrations and Application stated in the Exhibit A, and all goodwill associated therewith;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all right, title and interest in and to the trademarks stated in the Exhibit A, together with the business and all goodwill of the business symbolized by the trademarks and U.S. Trademark Registrations and Application stated in the Exhibit A.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be signed in its company name by its duly authorized officer, effective as of the date first written below.

This 8<sup>th</sup> day of March, 2012

DENIM PROJECT LLC

By: 

Name: Ruben Azrak

Title: Chief Executive Officer

EXHIBIT A

Trademark	Class	Serial Number	Filing Date	Reg. Number	Reg. Date
RAW DIAMOND	025 Int.	77802334	August 11, 2009	3960357	May 17, 2011
RAW DIAMOND	025 Int.	77802347	August 11, 2009	N/A	N/A