

03/22/2012

3/22/12
To the Director of the U. S. Patent and



103642485

1. Name of conveying party(ies):
Jacques Moret, Inc.

Individual(s) Association
 General Partnership Limited Partnership
 Corporation- State: New York
 Other _____

Citizenship (see guidelines) _____

Additional names of conveying parties attached? Yes No

2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached? Yes No

Name: AVD Trademarks, LLC
Internal
Address: c/o Alvin Valley Direct, LLC
Street Address: 24 Minetta, 3rd Floor
City: New York
State: New York
Country: USA Zip: 10011

Association Citizenship _____
 General Partnership Citizenship _____
 Limited Partnership Citizenship _____
 Corporation Citizenship _____
 Other LLC Citizenship Delaware

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designations must be a separate document from assignment)



3. Nature of conveyance)/Execution Date(s) :
Execution Date(s) January 26, 2012

Assignment Merger
 Security Agreement Change of Name
 Other _____

4. Application number(s) or registration number(s) and identification or description of the Trademark.

A. Trademark Application No.(s)
B. Trademark Registration No.(s)
Serial Nos. 85496711; 77427586; 77440330; 77440376; and 77575991

Additional sheet(s) attached? Yes No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

5. Name & address of party to whom correspondence concerning document should be mailed:
Name: Richard C. Leska, Esq.
Internal Address: _____
Street Address: c/o Wollmuth Maher & Deutsch LLP
500 Fifth Avenue
City: New York
State: New York Zip: 10110
Phone Number: (212) 382-3300
Fax Number: (212) 382-0050
Email Address: rleska@wmd-law.com

6. Total number of applications and registrations involved: 5

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ 140.00

Authorized to be charged to deposit account
 Enclosed

8. Payment Information:

Deposit Account Number 03/22/2012 DTIMBERL 00000062 85496711
01 FC:0521
Authorized User Name _____

9. Signature: [Signature] March 15 2012
Signature Date

Richard C. Leska
Name of Person Signing

Total number of pages including cover sheet, attachments, and document: 4

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to: Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

ASSIGNMENT OF TRADEMARKS

WHEREAS, Jacques Moret, Inc., a New York corporation (hereinafter "Assignor"), is the owner of the trademarks and registrations set forth on Schedule A hereto together with all translations and adaptations (collectively the "Marks"); and

WHEREAS, pursuant to that certain Intellectual Property Purchase and Restructuring Agreement, dated as of April 18, 2011, as amended (the "Purchase Agreement"), Assignor agreed to sell, convey, assign, transfer and deliver to AVD Trademarks, LLC, a Delaware limited liability company (hereinafter "Assignee"), and Assignee agreed to purchase, acquire and accept from Assignor all of Assignor's right, title and interest in and to the Marks, upon the terms and subject to the conditions set forth in the Purchase Agreement.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, said Assignor does hereby assign unto said Assignee all of Assignor's right, title, and interest in and to said Marks and said registration therefor in the United States and throughout the world, as applicable, together with all common law rights and the goodwill of the business symbolized thereby, and together with the right to sue for and recover damages and profits for past, present and future infringements thereof, if any, and the right to maintain and prosecute trademark registrations and applications for the Marks.

The Assignor undertakes at the request and expense of the Assignee to do all acts and execute all documents which may be reasonably necessary to effect or perfect the assignment of the Marks to Assignee or confirm the title of the Assignee to the Marks assigned, whether in connection with any registration of such title or otherwise.

The provisions of this assignment shall not limit the full force and effect of the terms and provisions of the Purchase Agreement, and that in the event of a conflict between the terms and provisions of this assignment and the terms and provisions of the Purchase Agreement, the terms and provisions of the Purchase Agreement shall prevail, govern and control in all respects without limitation. This assignment shall be governed by, and construed and interpreted in accordance with, the laws of the State of New York, without giving effect to the principles of conflict of laws thereof (except any provisions of the laws of such State that would render such choice of law ineffective).

[SIGNATURE PAGE FOLLOWS]

IN WITNESS WHEREOF, the parties have executed this Assignment of Trademarks as
of this 16th day of January, 2012.

ASSIGNOR:

JACQUES MORET, INC.

By: 

Gary D. Herwitz,
Chief Operating Officer

ASSIGNEE:

AVD TRADEMARKS, LLC

By: _____

Alexander Dulac, President & CEO

IN WITNESS WHEREOF, the parties have executed this Assignment of Trademarks as of this 2nd day of January, 2012.

ASSIGNOR:

JACQUES MORET, INC.

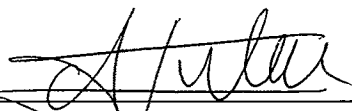
By: _____

Gary D. Herwitz,
Chief Operating Officer

ASSIGNEE:

AVD TRADEMARKS, LLC

By: _____


Alexander Dulac, President & CEO