

RECORDATION FORM COVER SHEET TRADEMARKS ONLY

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies):

Tavi Gevinson

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

Citizenship (see guidelines) United States

Additional names of conveying parties attached? Yes No

3. Nature of conveyance /Execution Date(s) :

Execution Date(s) February 7, 2012

- Assignment Merger
- Security Agreement Change of Name
- Other _____

2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached? Yes No

Name: Steven Gevinson

Internal _____

Address: _____

Street Address: 545 South Scoville Avenue

City: Oak Park

State: Illinois

Country: United States Zip: 60304

- Association Citizenship _____
- General Partnership Citizenship _____
- Limited Partnership Citizenship _____
- Corporation Citizenship _____
- Other Individual Citizenship United States

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)

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

A. Trademark Application No.(s)

Serial No. 85/248,923

B. Trademark Registration No.(s)

Registration No. 3,828,069

Additional sheet(s) attached? Yes No

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

TAVI Serial No. 85/248,923
STYLE ROOKIE Registration No. 3,828,069

5. Name & address of party to whom correspondence concerning document should be mailed:

Name: Peter J. Strand

Internal Address: Leavens, Strand, Glover & Adler, LLC

Street Address: 203 N. LaSalle Street, Suite 2550

City: Chicago

State: Illinois Zip: 60601

Phone Number: 312-488-4172

Fax Number: 312-488-4177

Email Address: pstrand@sglegal.com

6. Total number of applications and registrations involved:

2

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ 60.00

- Authorized to be charged to deposit account
- Enclosed

8. Payment Information:

Deposit Account Number _____

Authorized User Name _____

9. Signature:

Signature

4/12/12

Date

Peter J. Strand

Name of Person Signing

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

3

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 22304-1450

TRADEMARK

OP \$65.00 85248923

ASSIGNMENT OF TRADEMARK AND REGISTRATION

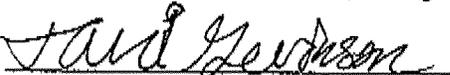
THIS ASSIGNMENT is made and entered into as of the 7th day of February, 2012, by Tavi Gevinson, a minor ("Assignor") in favor of Steven Gevinson, as parent of Tavi Gevinson ("Assignee").

In consideration of Assignee's payment to Assignor of the sum of One Dollar (\$1.00), upon execution and delivery of this Assignment, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged by Assignor, Assignor hereby transfers and assigns to Assignee all of its right, title and interest in and to the mark STYLE ROOKIE (including, without limitation, all registration rights with respect to that mark and all rights to prepare derivative marks), together with the goodwill appurtenant thereto and symbolized by the mark and U.S. Trademark Registration No. 3,828,069; and to the mark TAVI, USPTO Serial No. 85/248,923 (including, without limitation, all registration rights with respect to that mark and all rights to prepare derivative marks) together with the goodwill appurtenant thereto and symbolized by the mark (collectively, the "Marks").

Assignor represents and warrants to Assignee that Assignor is the sole and exclusive owner of each of the Marks, and has good title to same, free and clear of all liens, licenses, encumbrances, security interests, options, claims (pending or threatened) and restrictions of any nature whatsoever; that Assignor has used each of the Marks continuously since registration to the date of this Assignment; that Assignor has full right, power and authority to transfer each of the Marks pursuant to this Assignment; and Assignor is not subject to any agreement, judgment or order inconsistent with the terms of this Assignment.

Assignor agrees to perform any further acts and execute and deliver such additional documents as may be reasonably requested by Assignee to further evidence or perfect the foregoing assignment.

IN WITNESS WHEREOF, Assignor has executed this Assignment of Trademark.


Tavi Gevinson, a minor