

## 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  |  | 05/31/2012         | 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 COMPANY: DELAWARE          |                    |                                     |
| PROPERTY NUMBERS Total: 1   |  |                    |                                     |
| Property Type   | Number                                       | Word Mark          |                                     |
| Serial Number:  | 85041614                                     | BEVERLY HILLS BABY |                                     |
| CORRESPONDENCE DATA   |  |                    |                                     |
| Fax Number:   | 2122925391                                   |                    |                                     |
| <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i> |  |                    |                                     |
| Phone:  | 212-292-5390                                 |                    |                                     |
| Email:  | mail@ipcounselors.com                        |                    |                                     |
| 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:   | 2938-524                                     |                    |                                     |
| NAME OF SUBMITTER:  | Dermot M. Sheridan                           |                    |                                     |
| Signature:  | /dermot m. sheridan/                         |                    |                                     |

Date:

05/31/2012

Total Attachments: 2

source=053112 Assignment-signed#page1.tif

source=053112 Assignment-signed#page2.tif

**TRADEMARK ASSIGNMENT**


This Assignment is made effective as of the 31<sup>st</sup> day of May, 2012 from **PS BRANDS, LLC**, a Delaware limited liability company (the "Assignor") having an address at 100 W 33<sup>rd</sup> Street, Suite 1105, New York, NY 01581, to **BHPC ASSOCIATES, LLC.**, a Delaware limited liability company ("Assignee") having an address at 1370 Broadway, New York, New York 10018.

WHEREAS, Assignor is the owner of the trademark and trademark application listed on Schedule A attached hereto and made a part hereof (collectively, the "Trademark").

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby conveys, transfers, assigns and delivers to Assignee all rights, title and interest in and to said Trademark, including, without limitation, all common law rights therein, together with: (i) the goodwill of the business relating to the goods and services in respect of which the Trademark are used and for which they are filed with the United States Patent and Trademark Office and (ii) all rights to sue for past, present and future infringements or misappropriations of the Trademark.

IN WITNESS WHEREOF, ASSIGNOR has duly executed and delivered this Assignment, as of the day and year first above written.

PS BRANDS, LLC

By:   
Name: \_\_\_\_\_  
Title: **ELIE LEVY  
PRESIDENT & CEO**

Schedule A

US Trademark App. No: 85041614

Mark: BEVERLY HILLS BABY

International Class: IC 025. US 022 039. G & S: Baby clothing, namely, baby bodysuits, baby tops, baby bottoms, socks and shoes

(3965-113) Doc# 25