

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
ALEXIS BITTAR, LLC		01/20/2012	LIMITED LIABILITY COMPANY: NEW YORK
RECEIVING PARTY DATA			
Name:	ALEXIS BITTAR HOLDINGS LLC		
Street Address:	45 Main Street		
City:	Brooklyn		
State/Country:	NEW YORK		
Postal Code:	11201		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2963020	ALEXIS BITTAR	
Registration Number:	3626572	ALEXIS BITTAR	
CORRESPONDENCE DATA			
Fax Number:	9147234301		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	914-723-4300		
Email:	rduff@lsllp.com		
Correspondent Name:	Renee L. Duff		
Address Line 1:	Lackenbach Siegel LLP		
Address Line 2:	One Chase Road		
Address Line 4:	Scarsdale, NEW YORK 10583		
ATTORNEY DOCKET NUMBER:	ALEXI. GEN (ASSIGNMENT)		
NAME OF SUBMITTER:	Renee L. Duff		

OP \$65.00 2963020

Signature:	/RLD/
Date:	06/15/2012
Total Attachments: 3 source=Assignment to Alexis Bittar Holdings LLC#page1.tif source=Assignment to Alexis Bittar Holdings LLC#page2.tif source=Assignment to Alexis Bittar Holdings LLC#page3.tif	

ASSIGNMENT

WHEREAS, **ALEXIS BITTAR, LLC**, a New York Limited Liability Company, located at 45 Main Street, Brooklyn, New York 11201 (hereinafter "**ASSIGNOR**"), was the owner of all right, title and interest in and to the listed trademarks which have been applied for and registered at the United States Patent and Trademark Office and in various trademark offices abroad, particulars of which are set forth on the attached:

Schedule A

(hereinafter referred to as the "Marks");

WHEREAS, **ALEXIS BITTAR HOLDINGS LLC**, a Delaware Limited Liability Company, located at 45 Main Street, Brooklyn, New York 11201 (hereinafter "**ASSIGNEE**"), was desirous of acquiring the aforesaid Marks, together with the goodwill of the business symbolized by the Marks;

WHEREAS, by agreement **ASSIGNEE** received the entire right, title, and interest in and to the aforesaid Marks, together with the goodwill of the business symbolized thereby; and

WHEREAS, the parties hereto are desirous of executing a document for purposes of recordation at the United States Patent and Trademark Office as well as in trademark offices globally, recording title in and to the aforesaid Mark in the name of **ASSIGNEE**.

NOW, THEREFORE, effective as of January 20, 2012, for and in consideration of good and valuable consideration to it paid, the receipt and sufficiency of which are hereby acknowledged, said **ASSIGNOR** hereby acknowledges and confirms its prior said transfer, and does hereby sell, assign, and transfer unto said **ASSIGNEE**, all rights, title and interest in and to said Marks, including the applications and registrations thereof and the Certificates of Registration duly and legally issued therefor, and any and all renewals thereof for the Marks, together with the goodwill of the business symbolized thereby, and further including, without limitation, all claims for damages by reason of past infringement and the right to sue for and the right to collect the same for its own use and behoof, and for the use and behoof of its successors, assigns, or legal representatives and the right to defend the Marks and the applications and registrations thereof.

ASSIGNOR REPRESENTS AND WARRANTS that it has the full right, power and authority to make this assignment, and that it has not granted and will not grant any assignment or other encumbrance of the Marks to any third party.

ASSIGNOR expressly agrees to execute, acknowledge, and deliver such documents and other instruments as may be requested by **ASSIGNEE** to evidence or effectuate the sale, assignment, transfer, conveyance, and delivery of the Marks to **ASSIGNEE**.

ASSIGNOR: ALEXIS BITTAR, LLC

BY: 

NAME: JEFF GREEN

TITLE: CFO

DATE: 5/25/12

Witness

Witness

ACCEPTED BY ASSIGNEE:

ALEXIS BITTAR HOLDINGS LLC

BY: 

NAME: JEFF GREEN

TITLE: CFO

DATE: 5/25/12

Witness

Witness

Schedule A

<u>Trademark</u>	<u>Registration No.</u>
ALEXIS BITTAR	2,963,020
ALEXIS BITTAR (Stylized)	3,626,572