

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
	Jordana Abraham		07/12/2012
	Samantha Fish		07/12/2012
	Aleen Kuperman		07/12/2012
RECEIVING PARTY DATA			
Name:	Betches LLC		
Street Address:	37 Woodlawn Road		
Internal Address:	c/o Feit		
City:	Roslyn		
State/Country:	NEW YORK		
Postal Code:	11576		
Entity Type:	CORPORATION: NEW YORK		
PROPERTY NUMBERS Total: 1			
	Property Type	Number	Word Mark
	Serial Number:	85319234	BETCHES LOVE THIS
CORRESPONDENCE DATA			
Fax Number:	2036108102		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	917.880.0811		
Email:	handaldocket@gmail.com		
Correspondent Name:	Anthony H. Handal		
Address Line 1:	501 KINGS HIGHWAY EAST		
Address Line 2:	Handal & Morofsky LLC		
Address Line 4:	Westport, CONNECTICUT 06825		
ATTORNEY DOCKET NUMBER:	US85319234		
NAME OF SUBMITTER:	Anthony H. Handal		

OP \$40.00 85319234

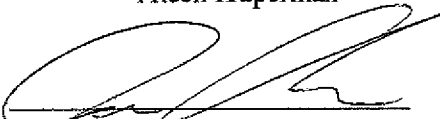
Signature:	/Anthony H. Handal/
Date:	07/18/2012
Total Attachments: 2 source=BETCHES#page1.tif source=BETCHES#page2.tif	

TRADEMARK ASSIGNMENT

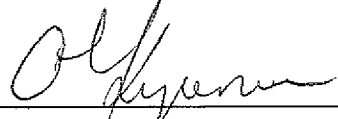
In consideration of the sum of ONE HUNDRED DOLLARS (\$100.00), as well as other good and valuable consideration, the receipt and sufficiency of which are hereby mutually acknowledged, Jordana Abraham, Samantha Fish and Aleen Kuperman, all individuals and U.S. citizens, (hereinafter "Assignor") do hereby sell, assign, convey and deliver to Betches LLC, a New York Corporation, having its principal office at c/o Feit, 37 Woodlawn Road, Roslyn, New York 11576 (hereinafter "Assignee"), its successors and assigns, Assignor's entire right, title and interests in and to the trademarks identified on **Schedule A** attached hereto (the "Marks"), together with that part of Assignor's business to which the Marks pertain, which business is ongoing and existing, the goodwill of the business symbolized by the Marks, and all registrations and applications therefor, including any renewals and extensions of the registrations that are or may be secured, now or hereafter in effect, for Assignee's own use and enjoyment, and for the use and enjoyment of Assignee's successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by the Assignor if this assignment and sale had not been made; together with all income, royalties or payments due or payable as of the effective date of this assignment or thereafter, including, without limitation, all claims for damages by reason of past, present or future infringement or other unauthorized use of the Marks, with the right to sue for, and collect the same for Assignee's own use and enjoyment and for the use and enjoyment of her successors, assigns or other legal representatives.

IN WITNESS WHEREOF, Assignor has caused this instrument to be executed as of this 12 day of July 2012.

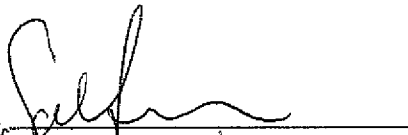
ASSIGNORS: Jordana Abraham
Samantha Fish
Aleen Kuperman

By: 

Name: Jordana Abraham
Title: Applicant/Owner

By: 

Name: Aleen Kuperman
Title: Applicant/Owner

By: 
Name: Samantha Fish
Title: Applicant/Owner

Schedule A

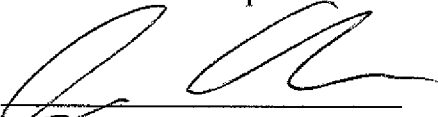
Trademark	U.S. Federal Trademark Application Number
BETCHES LOVE THIS	85/319,234

TRADEMARK ASSIGNMENT

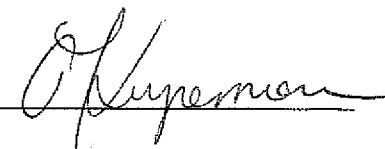
In consideration of the sum of ONE HUNDRED DOLLARS (\$100.00), as well as other good and valuable consideration, the receipt and sufficiency of which are hereby mutually acknowledged, Jordana Abraham, Samantha Fish and Aleen Kuperman, all individuals and U.S. citizens, (hereinafter "Assignor") do hereby sell, assign, convey and deliver to Betches LLC, a New York Corporation, having its principal office at c/o Feit, 37 Woodlawn Road, Roslyn, New York 11576 (hereinafter "Assignee"), its successors and assigns, Assignor's entire right, title and interests in and to the trademarks identified on **Schedule A** attached hereto (the "Marks"), together with that part of Assignor's business to which the Marks pertain, which business is ongoing and existing, the goodwill of the business symbolized by the Marks, and all registrations and applications therefor, including any renewals and extensions of the registrations that are or may be secured, now or hereafter in effect, for Assignee's own use and enjoyment, and for the use and enjoyment of Assignee's successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by the Assignor if this assignment and sale had not been made; together with all income, royalties or payments due or payable as of the effective date of this assignment or thereafter, including, without limitation, all claims for damages by reason of past, present or future infringement or other unauthorized use of the Marks, with the right to sue for, and collect the same for Assignee's own use and enjoyment and for the use and enjoyment of her successors, assigns or other legal representatives.

IN WITNESS WHEREOF, Assignor has caused this instrument to be executed as of this 12 day of JULY 2012.


ASSIGNORS: Jordana Abraham
Samantha Fish
Aleen Kuperman

By: 

Name: Jordana Abraham
Title: Applicant/Owner

By: 

Name: Aleen Kuperman
Title: Applicant/Owner

By: 
Name: Samantha Fish
Title: Applicant/Owner

Schedule A

Trademark	U.S. Federal Trademark Application Number
BETCHES LOVE THIS	85/319,234

TRADEMARK