

## 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   |          | 08/28/2012             |
|                           | Aleen Kuperman  |          | 08/28/2012             |
|                           | Samantha Fishbein   |          | 08/28/2012             |
| 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: 3 |   |          |                        |
|                           | Property Type   | Number   | Word Mark              |
|                           | Serial Number:  | 85319183 | BETCHES LOVE THIS SITE |
|                           | Serial Number:  | 85319292 | BETCHES                |
|                           | Serial Number:  | 85319274 | BETCH                  |
| 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:           | 3 Blue Chip Lane  |          |                        |
| Address Line 4:           | Westport, CONNECTICUT 06880   |          |                        |
| NAME OF SUBMITTER:        | Anthony H. Handal   |          |                        |

OP \$90.00 85319183


|  |                     |
|--|---------------------|
| Signature:   | /Anthony H. Handal/ |
| Date:  | 09/16/2012          |
| Total Attachments: 2<br>source=Betches#page1.tif<br>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 28 day of August 2012.

ASSIGNORS: Jordana Abraham  
Samantha Fishbein  
Aleen Kuperman

By: 

Name: Jordana Abraham  
Title: Applicant/Owner

By: 

Name: Aleen Kuperman  
Title: Applicant/Owner

By: 

Name: Samantha Fishbein  
Title: Applicant/Owner

**Schedule A**

| <b>Trademark</b>          | <b>U.S. Federal Trademark<br/>Serial Number</b> |
|---------------------------|---|
| BETCHES LOVE THIS<br>SITE | 85319183  |
| BETCHES                   | 85319292  |
| BETCH                     | 85319274  |