

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	CHANGE OF NAME

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Anthony For Men, LLC		09/07/2012	LIMITED LIABILITY COMPANY: MICHIGAN

RECEIVING PARTY DATA

Name:	Anthony Brands, LLC
Street Address:	560 Broadway, Suite 503
City:	New York
State/Country:	NEW YORK
Postal Code:	10012
Entity Type:	LIMITED LIABILITY COMPANY: MICHIGAN

PROPERTY NUMBERS Total: 18

Property Type	Number	Word Mark
Registration Number:	3412527	ACTION ANTHONY FOR MEN
Registration Number:	3451138	ACTION ANTHONY FOR MEN
Registration Number:	3088288	ANTHONY
Registration Number:	3579256	ANTHONY BODY ESSENTIALS
Registration Number:	3085440	ANTHONY FOR LITTLE MEN
Registration Number:	3958319	ANTHONY INSIDE
Registration Number:	3085439	ANTHONY LOGISTICS FOR MEN
Registration Number:	2762219	ANTHONY LOGISTICS FOR MEN
Registration Number:	3283516	ANTHONY SPORT FOR MEN
Registration Number:	2433113	ANTHONY.COM
Registration Number:	3958318	ANTHONY INSIDE
Registration Number:	3454759	HERE COMES THE GROOMED
Registration Number:	3473098	HERE COMES THE GROOMED
Registration Number:	3242507	

CH \$465.00 3412527

Registration Number:	4042443	SHAVEWORKS
Registration Number:	4042442	SHAVEWORKS
Registration Number:	4032094	SHAVEWORKS
Registration Number:	3753237	THE COOL FIX

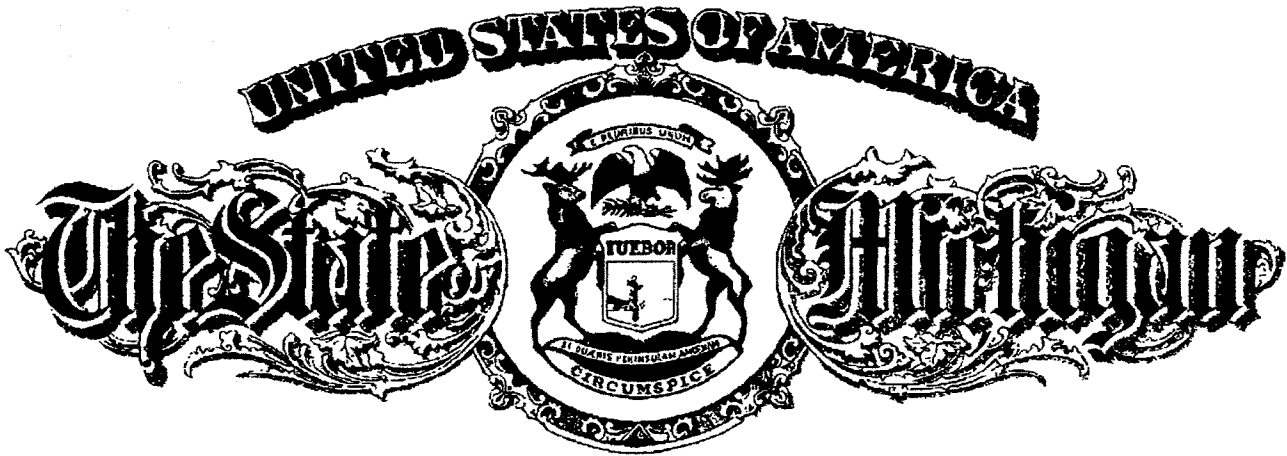
CORRESPONDENCE DATA

Fax Number: 5616596313
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Phone: 561-653-5000
 Email: ip@akerman.com
 Correspondent Name: Peter A. Chiabotti
 Address Line 1: 222 Lakeview Avenue; Fourth Floor
 Address Line 4: West Palm Beach, FLORIDA 33401-6147

ATTORNEY DOCKET NUMBER:	10480-0 (250194)
NAME OF SUBMITTER:	Peter A. Chiabotti
Signature:	/Peter A. Chiabotti/
Date:	10/02/2012

Total Attachments: 3
 source=10480-0__Change_of_Name_Doc_-_Anthony_For_Men_LLC_to_Anthony_Brands_LLC_25236473_v_1#page1.tif
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Department of Licensing and Regulatory Affairs

Lansing, Michigan

This is to Certify that the annexed copy has been compared by me with the record on file in this Department and that the same is a true copy thereof.

This certificate is in due form, made by me as the proper officer, and is entitled to have full faith and credit given it in every court and office within the United States.



Sent by Facsimile Transmission
1089571

In testimony whereof, I have hereunto set my hand, in the City of Lansing, this 21st day of September, 2012

Director

Bureau of Commercial Services

TRADEMARK
REEL: 004871 FRAME: 0568

Michigan Department of Licensing and Regulatory Affairs

Filing Endorsement

This is to Certify that the CERTIFICATE OF AMENDMENT TO THE ARTICLES OF ORG.

for

ANTHONY BRANDS, LLC

ID NUMBER: B22221

***received by facsimile transmission on September 20, 2012 is hereby endorsed
Filed on September 21, 2012 by the Administrator.***

***The document is effective on the date filed, unless a
subsequent effective date within 90 days after
received date is stated in the document.***

Effective Date: October 1, 2012



***In testimony whereof, I have hereunto set my
hand and affixed the Seal of the Department,
in the City of Lansing, this 21ST day
of September, 2012.***

A handwritten signature in black ink, appearing to read "A. Schaffer", written in a cursive style.

Director

BCS/CD-715 (Rev 04/11)

MICHIGAN DEPARTMENT OF LICENSING AND REGULATORY AFFAIRS BUREAU OF COMMERCIAL SERVICES	
Date Received	(FOR BUREAU USE ONLY)
	This document is effective on the date filed, unless a subsequent effective date within 90 days after received date is stated in the document.
Name	
Address	
City	State Zip Code
EFFECTIVE DATE: OCTOBER 1, 2012	

Document will be returned to the name and address you enter above. If left blank document will be mailed to the registered office.

CERTIFICATE OF AMENDMENT TO THE ARTICLES OF ORGANIZATION
For use by Limited Liability Companies

(Please read information and instructions on reverse side)

Pursuant to the provisions of Act 23, Public Acts of 1993, the undersigned limited liability company executes the following Certificate of Amendment:

1. The present name of the limited liability company is:
ANTHONY FOR MEN, L.L.C.

2. The identification number assigned by the Bureau is: B22221

3. The date of filing of its original Articles of Organization was: September 11, 1998

4. Article 1 of the Articles of Organization is hereby amended to read as follows:
The name of the limited liability company is: Anthony Brands, LLC

5. The amendment was approved by a majority in interest if an operating agreement authorizes amendment of the articles of organization by majority vote.

The amendment was approved by unanimous vote of all of the members entitled to vote.

This Certificate is hereby signed as required by Section 103 of the Act.

6. The effective date of filing is **October 1, 2012.**
Signed this 7th day of September 2012

By Anthony Sosnick
(Signature of Member, Manager, or authorized agent)
Anthony Sosnick, Member
(Type or Print Name and capacity)

12/266

09/20/2012 4:35PM (GMT-04:00)