

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
Design Holdings Company LLC		11/27/2012	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Global Design Partners LLC		
Street Address:	270 Lafayette Street, Suite 1400		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10012		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 13			
Property Type	Number	Word Mark	
Serial Number:	85569012	VINTAGE MODERN	
Serial Number:	85704717	CONNOISSEURS	
Registration Number:	4195453	DESIGNINTELL	
Serial Number:	85536035	DESIGN ATELIER	
Registration Number:	4141152	INSITE	
Registration Number:	4137900	CURATE YOUR LIFE	
Registration Number:	4069946	DESIGNINTELL	
Registration Number:	4055571	INSPIRATION	
Registration Number:	4055570	INSTINCT	
Registration Number:	4055569	INVALUABLE	
Registration Number:	4055522	VANDM	
Registration Number:	4020878	VINTAGE AND MODERN	
Registration Number:	3823902	VANDM.COM	

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CORRESPONDENCE DATA

Fax Number: 3126025050

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

Phone: 312-602-5000

Email: sluspto@bryancave.com

Correspondent Name: Mark A. Paskar

Address Line 1: 211 North Broadway, Suite 3600

Address Line 4: Saint Louis, MISSOURI 63102

ATTORNEY DOCKET NUMBER:	0341579
NAME OF SUBMITTER:	Matthew G. Minder, Esq.
Signature:	/Matthew G. Minder/
Date:	11/29/2012

Total Attachments: 8

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TRADEMARK ASSIGNMENT

This Trademark Assignment agreement ("Trademark Assignment") is entered into as of November 27, 2012, between Design Holdings Company LLC, a limited liability company organized and existing under the laws of the State of Delaware ("Assignor"), and Global Design Partners LLC, a limited liability company organized and existing under the laws of the State of Delaware ("Assignee").

WHEREAS, Assignor owns certain trademarks and/or service marks, for which Assignor is the owner of record of all right, title and interest in and to the registrations and applications for same, as identified more specifically on Exhibit A;

WHEREAS, this Trademark Assignment is being entered into pursuant to that certain Contribution Agreement dated November 27, 2012 (the "Effective Date"), by and between Assignor and Assignee (the "Contribution Agreement");

WHEREAS, Assignee desires to acquire, and Assignor is willing to assign to Assignee, all right, title and interest in and to the Transferred Marks (as defined below).

FOR GOOD AND VALUABLE CONSIDERATION set forth in the Contribution Agreement, the receipt and sufficiency of which are hereby acknowledged, Assignor and Assignee hereby agree:

1. As of the Effective Date, Assignor hereby sells, assigns, and transfers to Assignee, its successors and assigns, all right, title, and interest in, to and under the marks set forth in Exhibit A, including any and all goodwill associated therewith, all applications and registrations therefor, all common law rights therein, any and all trademark and/or service mark rights related thereto and all other rights associated with the portion of the ongoing and existing business to which these marks pertain; and in and to any and all causes of action (either in law or in equity), as well as the right to enforce any rights and file any causes of action, including the right to recover damages, for any past, present, or future infringement, misappropriation and/or dilution of the marks (the "Transferred Marks").

2. Assignor hereby agrees to, at the expense of Assignee, execute, acknowledge and deliver any and all documents and to take such other and further actions as Assignee, in its reasonable discretion deems desirable or necessary to make a record with any and all government agencies, authorities, courts, tribunals, or third parties, of the fact that Assignee owns all right, title and interest in and to the Transferred Marks, and any and all goodwill associated therewith, as well as all other rights associated with the portion of the business to which the Transferred Marks pertain and that Assignor no longer has any right, title or interest, of any kind or nature, in or to the Transferred Marks.

3. Assignor hereby authorizes and requests the U.S. Patent and Trademark Office to record Assignee as the owner of the Transferred Marks.

4. In the event of any conflict or inconsistency between the terms of this Trademark Assignment and the terms of the Contribution Agreement, the terms of the Contribution Agreement will prevail. Nothing contained herein shall be deemed to alter, modify, expand or diminish the terms of the Contribution Agreement.

IN WITNESS WHEREOF, the undersigned has caused this Trademark Assignment to be duly executed as of the Effective Date.

DESIGN HOLDINGS COMPANY LLC

By: _____

A handwritten signature in black ink, appearing to be 'R. Adam Smith', written over a horizontal line.

Name: R. Adam Smith

Title: President

EXHIBIT A

Design Holdings Company LLC United States Trademark Portfolio (as of November 15, 2012)				
Trademark	Goods/Services (Int'l Cl. No.)	Application No. (Filing Date)	Registration No. (Registration Date)	Comments
Vandm.com	Operating on-line marketplaces featuring antiques, furniture, lighting, collectibles, textiles, art, and jewelry (Int'l Cl. 35)	77/768,680 (June 25, 2009)	3,823,902 (July 27, 2010)	<ul style="list-style-type: none"> • REGISTERED • Sections 8 & 15 Declaration due on or before <u>July 27, 2016</u>
VINTAGE AND MODERN®	Wholesale and retail store services featuring antiques, furniture, lighting, collectibles, textile, art, jewelry and photography; on-line marketplaces featuring antiques, furniture, lighting, collectibles, textile, art, jewelry and photography (Int'l Cl. 35)	85/253,016 (February 28, 2011)	4,020,878 (August 30, 2011) (Supp. Reg.)	<ul style="list-style-type: none"> • REGISTERED • Section 8 Declaration due on or before <u>August 30, 2017</u>
VANDM®	Wholesale and retail store services featuring antiques, furniture, lighting, collectibles, textile, art, jewelry and photography; on-line marketplaces featuring antiques, furniture, lighting, collectibles, textile, art, jewelry and photography (Int'l Cl. 35)	85/253,020 (February 28, 2011)	4,055,522 (November 15, 2011)	<ul style="list-style-type: none"> • REGISTERED • Sections 8 & 15 Declaration due on or before <u>November 15, 2017</u>

Design Holdings Company LLC

United States Trademark Portfolio (as of November 15, 2012)

Trademark	Goods/Services (Int'l Cl. No.)	Application No. (Filing Date)	Registration No. (Registration Date)	Comments
INVALUABLE®	Wholesale and retail store services featuring antiques, furniture, lighting, collectibles, textile, art, jewelry and photography; on-line marketplaces featuring antiques, furniture, lighting, collectibles, textile, art, jewelry and photography (Int'l Cl 35)	85/260,228 (March 7, 2011)	4,055,569 (November 15, 2011)	<ul style="list-style-type: none"> • REGISTERED • Sections 8 & 15 Declaration due on or before <u>November 15, 2017</u>
INSTINCT®	Wholesale and retail store services featuring antiques, furniture, lighting, collectibles, textiles and art; on-line marketplaces featuring antiques, furniture, lighting, collectibles, textile and art (Int'l Cl 35)	85/260,278 (March 7, 2011)	4,055,570 (November 15, 2011)	<ul style="list-style-type: none"> • REGISTERED • Sections 8 & 15 Declaration due on or before <u>November 15, 2017</u>
INSPIRATION®	On-line marketplaces featuring antiques, furniture, lighting, collectibles, textile, art and photography (Int'l Cl 35)	85/260,283 (March 7, 2011)	4,055,571 (November 15, 2011)	<ul style="list-style-type: none"> • REGISTERED • Sections 8 & 15 Declaration due on or before <u>November 15, 2017</u>

Design Holdings Company LLC

United States Trademark Portfolio (as of November 15, 2012)

Trademark	Goods/Services (Int'l Cl. No.)	Application No. (Filing Date)	Registration No. (Registration Date)	Comments
DESIGNinTELL	On-line marketplaces featuring antiques, furniture, lighting, collectibles, textile, art, jewelry and photography (Int'l Cl 35); and Providing a website featuring blogs and non-downloadable publications in the nature of articles in the fields of cultural events, antiques, furniture, lighting, collectibles, textile, art, jewelry, photography and custom design products (Int'l Cl 41)	85/260,207 (March 7, 2011)	4,069,946 (December 13, 2011)	• REGISTERED • Sections 8 & 15 Declaration due on or before <u>December 13, 2017</u>
CURATE YOUR LIFE®	Wholesale and retail store services featuring antiques, furniture, lighting, collectibles, textile, art, jewelry and photography; on-line marketplaces featuring antiques, furniture, lighting, collectibles, textile, art, jewelry and photography (Int'l Cl 35); and Providing a website featuring blogs and non-downloadable publications in the nature of articles in the fields of cultural events, antiques, furniture, lighting, collectibles, textile, art, jewelry, photography and custom design products (Int'l Cl 41)	85/311,688 (May 4, 2011)	4,137,900 (May 8, 2012)	• REGISTERED • Sections 8 & 15 Declaration due on or before <u>May 8, 2017</u>

Design Holdings Company LLC

United States Trademark Portfolio (as of November 15, 2012)

Trademark	Goods/Services (Int'l Cl. No.)	Application No. (Filing Date)	Registration No. (Registration Date)	Comments
INSITE®	Wholesale and retail store services featuring antiques, furniture, collectibles, art, jewelry and photography; on-line marketplaces featuring antiques, furniture, collectibles, art, jewelry and photography (Int'l Cl 35)	85/260,222 (March 7, 2011)	4,195,453 (March 15, 2012)	• REGISTERED • Sections 8 & 15 Declaration due on or before <u>May 15, 2017</u>
DESIGN <i>in</i> TELL	Magazines in the fields of in the fields of cultural events, antiques, furniture, lighting, collectibles, textile, art, jewelry, photography and custom design products (Int'l Cl. 16) (ITU); and	85/260,249 (March 7, 2011)	4,141,152 (August 21, 2012)	• REGISTERED • Sections 8 & 15 Declaration due on or before <u>August 21, 2008</u>
DESIGN ATELIER™	Retail store services featuring furniture, lighting, collectibles, textile, art, jewelry and photography; on-line marketplaces featuring furniture, lighting, collectibles, textile, art, jewelry and photography (Int'l Cl. 35)	85/536,035 (February 7, 2012)		• Pending

Design Holdings Company LLC

United States Trademark Portfolio (as of November 15, 2012)

Trademark	Goods/Services (Int'l Cl. No.)	Application No. (Filing Date)	Registration No. (Registration Date)	Comments
CONNOISSEURS™	<p>Wholesale and retail store services featuring antiques, furniture, lighting, collectibles, textile, art, jewelry and photography; on-line marketplaces featuring antiques, furniture, lighting, collectibles, textile, art, jewelry and photography; retail sales of curated items to benefit charity, featuring design icons and influencers (Int'l Cl. 35); and</p> <p>Providing a website featuring blogs and non-downloadable publications in the nature of articles in the fields of cultural events, antiques, furniture, lighting, collectibles, textile, art, jewelry, photography and custom design products and relating to design icons and influencers (Int'l Cl. 41)</p>	<p>85/704,717</p> <p>(August 15, 2012)</p>		<ul style="list-style-type: none"> • Pending

Design Holdings Company LLC

United States Trademark Portfolio (as of November 15, 2012)

Trademark	Goods/Services (Int'l Cl. No.)	Application No. (Filing Date)	Registration No. (Registration Date)	Comments
VINTAGE MODERN™	Wholesale and retail store services featuring antiques, furniture, lighting, collectibles, textile, art, jewelry and photography; on-line marketplaces featuring antiques, furniture, lighting, collectibles, textile, art, jewelry and photography (Int'l Cl. 35); and Providing a website featuring blogs and non-downloadable publications in the nature of articles in the fields of cultural events, antiques, furniture, lighting, collectibles, textile, art, jewelry, photography and custom design products (Int'l Cl. 41)	85/569,012 (March 14, 2012)		• Pending