

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
Saturday Brand Company Limited		11/01/2012	CORPORATION: UNITED KINGDOM
RECEIVING PARTY DATA			
Name:	Frame LA Brands, LLC		
Street Address:	615 Hampton Drive		
Internal Address:	A 203		
City:	Venice		
State/Country:	CALIFORNIA		
Postal Code:	90291		
Entity Type:	LIMITED LIABILITY COMPANY: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85733323	FRAME DENIM	
CORRESPONDENCE DATA			
Fax Number:	213 896 25		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	213 896 2586		
Email:	theresa.middlebrook@hkllaw.com		
Correspondent Name:	Theresa W. Middlebrook		
Address Line 1:	400 South Hope Street		
Address Line 2:	Suite 800		
Address Line 4:	Los Angeles, CALIFORNIA 90071		
ATTORNEY DOCKET NUMBER:	107781-00001		
NAME OF SUBMITTER:	Theresa W. Middlebrook		

OP \$40.00 85733323

Signature:	/twm/
Date:	12/11/2012
Total Attachments: 2 source=#3655820-v0 1-FRAME-DENIM-Assignment#page1.tif source=#3655820-v0 1-FRAME-DENIM-Assignment#page2.tif	

TRADE MARK ASSIGNMENT

THIS AGREEMENT is made the 15th day of November 2012

BETWEEN:

1. **Saturday Brand Company Limited**, of, Biscuit Building, 10 Redchurch Street, London E2 7DD, United Kingdom, a Company organised and existing under the laws of England and Wales (hereinafter referred to as the "Assignor");

AND

2. **Frame LA Brands, LLC**, of, 615 Hampton Drive, A203 Venice, California 90291, United States of America, a Company organised and existing under the laws of United States of America (hereinafter referred to as the "Assignee").

BACKGROUND

- A. The Assignor is the proprietor of the Trade Mark listed in the attached schedule, hereinafter referred to as the "Trade Mark".
- B. The Assignor has agreed to assign to the Assignee the Trade Mark on the terms and conditions hereinafter mentioned.

THE PARTIES AGREE AS FOLLOWS

In consideration of the sum of £1.00 (One Pound Sterling), now paid by the Assignee to the Assignor (the receipt of which the Assignor hereby acknowledges) the Assignor hereby assigns the Trade Mark to the Assignee, together with all rights, title and interest in the Trade Mark including all rights of action, powers and benefits to the same belonging or accrued, including the right to sue for past infringements and the goodwill associated with the use of the Trade Mark including the goodwill in the business of the original Registered Proprietor in the services in respect of which the Trade Mark is registered **TO HOLD** the same unto the Assignee absolutely.

IN WITNESS WHEREOF the parties have executed this Agreement with effect from the day and year first above written.

Executed for and on behalf of
Saturday Brand Company Limited,
in accordance with the laws of its
incorporation

Signature:)

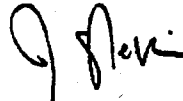


Name:) JENS GREDE

Title) CEO

Executed for and on behalf of Frame
LA Brands, LLC in accordance with
the laws of its incorporation

Signature:)



Name:) JOSHUA LEVINE

Title:) CEO

SCHEDULE

Trade Mark	Registration No	Country	Classes	Status
FRAME DENIM	010666873	European Union	18, 25, 35	Registered
FRAME DENIM	85733323	USA	18, 25, 35	Pending