

TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	11/01/2012		
CONVEYING PARTY DATA			
	Name	Formerly	Execution Date
	Entity Type		
	Apeman Technologies dba Studioe9		12/04/2012
			LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Project Maiden		
Street Address:	1776 Broadway		
Internal Address:	Suite 1400		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10019		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
	Property Type	Number	Word Mark
	Serial Number:	85427179	MAIDENNATION
CORRESPONDENCE DATA			
Fax Number:			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	207-775-0265		
Email:	rbrown@brownburkelaw.com		
Correspondent Name:	Rufus E. Brown		
Address Line 1:	152 Spring Street		
Address Line 4:	Portland, MAINE 04101		
NAME OF SUBMITTER:	Rufus E. Brown		
Signature:	/Rufus E. Brown/		

OP \$40.00 85427179

Date:

12/18/2012

Total Attachments: 2

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**UPSTREAM ASSIGNMENT
OF INTENT TO USE APPLICATION FOR A TRADEMARK**

WHEREAS, Apeman Technologies, doing business as Studioe9, a Delaware limited liability company (hereinafter "Studioe9"), is a New York-based interactive production, brand development, and technology planning company; and

WHEREAS, Studioe9 entered into a joint venture with others to conduct a business under the mark, MAIDENNATION (the "Mark"), to sell apparel and apparel accessories produced by women or women owned enterprises; and

WHEREAS, Studioe9 filed an application with the United States Trademark and Patent Office under 15 U.S. C. 1051(b) for the registration of the Mark on or about September 20, 2011, Serial 85427179 (the "Application"); and

WHEREAS, the joint venture thereafter incorporated as a limited liability company under the laws of the State of Delaware on or about January 10, 2012, with the name "Project Maiden"; and

WHEREAS, Studioe9 is a member of Project Maiden; and

WHEREAS, Studioe9, on behalf of and as agent for Project Maiden, engaged in the business of developing the Mark, inter alia, by identifying and making arrangements for the production of apparel and apparel accessories to be sold under the Mark by Project Maiden, for the distribution of goods to be sold under the Mark and forming alliances and business arrangements to promote the sale of goods under the Mark; and

WHEREAS, these business activities of Project Maiden, undertaken on its behalf by Studioe9 in relation to the Mark, actually used the Mark thereby created goodwill associated with the Mark; and

WHEREAS, as of the date of this Assignment, that business is and was ongoing and existing; and


WHEREAS, Studioe9 desires to assign the Application and the business and goodwill associated with the Mark to Project Maiden in accordance with 15 U.S.C. § 1060(a)(1); and

WHEREAS, Project Maiden desires to acquire ownership of the Application and that portion of the business of Studioe9 undertaken on behalf of Project Maiden pertaining to the Mark, including the goodwill of such business; and

NOW, therefore, for good and valuable consideration, the receipt of which is hereby acknowledged, Studioe9 does hereby sell, assign, set over and transfer unto Project Maiden all right, title and interest in and to the Application, the Mark, the portion of the business of Studioe9 pertaining to the Mark together with the good will of such business, *nunc pro tunc* as of November 1, 2012.

Dated: Dec 4, 2012


STUDIOE9
BY:


Elizabeth K.S. Brown
Authorized Member

STATE OF NEW YORK
COUNTY OF NE YORK, ss

Personally appeared the above-named Elizabeth K.S. Brown, in her capacity as a member of Studioe9 and acknowledged the above instrument to be their free act and deed.

Dated: 12/18/2012


Notary Public
My Commission Expires: 3/31/2015

KAMAL P. SONI
Notary Public, State of New York
No. 01SO6089949
Qualified in Kings County
Commission Expires March 31, 2015