## 900251323 04/03/2013

## 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
Phat Fashions, LLC		1103/27/2013 i	LIMITED LIABILITY COMPANY: NEW YORK

#### RECEIVING PARTY DATA

Name:	Baby Phat Holding Company, LLC
Street Address:	1400 Broadway
Internal Address:	Suite 1405
City:	New York
State/Country:	NEW YORK
Postal Code:	10018
Entity Type:	LIMITED LIABILITY COMPANY: NEW YORK

#### PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	2538494	BABY PHAT

## CORRESPONDENCE DATA

Fax Number:

2129830772

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

via US Mail.

Phone:

2129861200

Email:

wcox@gordonherlands.com

Correspondent Name:

Gordon, Herlands, Randolph & Cox, LLP

Address Line 1:

355 Lexington Avenue

Address Line 4:

New York, NEW YORK 10017

ATTORNEY DOCKET NUMBER:	4875.10	
NAME OF SUBMITTER:	Peter J. Vranum	
Signature:	/peter j. vranum/	

TRADEMARK REEL: 004999 FRAME: 0344 \$40.00 253849

Date:	04/03/2013
Total Attachments: 2 source=babyphat 494#page1.tif source=babyphat 494#page2.tif	

TRADEMARK
REEL: 004999 FRAME: 0345

# ASSIGNMENT OF UNITED STATES TRADE MARK REGISTRATION

	. //	
ASSIGNMENT made as of	Necl 27	, 20 \ 3 by Phat
Fashions, LLC, a New York limited liability	company, located	and doing business at 600
Kellwood Parkway, Chesterfield, MO 630	17 ("Assignor"), and	Baby Phat Holding
Company, LLC, a New York limited liabilit	y company, located	and doing business at
1400 Broadway, Suite 1405, New York, N	Y 10018 ("Assigned	∍").

## Recita!

WHEREAS, the Assignor has adopted and used in its business and is the present title owner of a trade mark, "BABY PHAT" (the "Trade Mark");

WHEREAS, the Assignor is the owner of United States Trade Mark registration number 2538494, for the trade mark, "BABY PHAT" and;

WHEREAS, the Assignee is desirous of acquiring the right, title and interest in and to the Trade Marks, "BABY PHAT" and to Registration No. 2538494 and the Assignor has agreed to assign to the Assignee the entire right, title and interest in and to the Trade Mark and the Registration.

NOW, THEREFORE, for valuable consideration, the receipt of which is hereby acknowledged, the Assignor hereby does sell, assign and transfer unto the Assignee, its successors and assigns all right, title and interest in and to the Trade Marks, "BABY PHAT" in and to the United States Trade Mark Reg. No. 2538494 together with the goodwill of the business in connection with which the Trade Mark is used and any and all damages and profits and any other remedies for past infringement of the Trade Mark.

IN WITNESS WHEREOF the Assignor has executed this instrument as of the date first set forth above.

By: By: Name: Michael M. Saunders
Title: Senior Vice President & COO

Baby Phat Holding Company, LLC

By: Name: Anthony LoConte

Title: President

TRADEMARK REEL: 004999 FRAME: 0346 STATE OF Missouri ) ss.:

COUNTY OF St Jours )

RECORDED: 04/03/2013

On the 27 day of \_\_\_\_\_\_\_\_\_, 203\_, before me, the undersigned, a Notary Public in and for said State, personally appeared, Michael M. Saunders, personally known to me or proved to me on the basis of satisfactory evidence to be the individual whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his capacity, and that by his signature on the instrument, the individual or the person upon behalf of which the individual acted, executed the instrument.

Commission # 10981829
St. Louis City
St. Louis City
Off Mission

Notary Public

TRADEMARK REEL: 004999 FRAME: 0347