

## 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
Patricia Wescoat Pound		05/28/2013	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Haute Hippie US Licensing LLC		
Street Address:	2711 Centerville Road		
Internal Address:	Suite 400		
City:	Wilmington		
State/Country:	DELAWARE		
Postal Code:	19808		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 18			
Property Type	Number	Word Mark	
Serial Number:	85825668	HAUTE HIPPIE	
Serial Number:	85066377	HAUTE HIPPIE	
Registration Number:	4108604	HAUTE HIPPIE	
Registration Number:	3651794	HAUTE HIPPIE	
Serial Number:	85443147	HAUTE HIPPIE	
Registration Number:	4223435	HAUTE HIPPIE	
Serial Number:	85825666	HH HAUTE HIPPIE	
Serial Number:	85066373	HH HAUTE HIPPIE	
Registration Number:	4108603	HH HAUTE HIPPIE	
Registration Number:	3766849	HH HAUTE HIPPIE	
Serial Number:	85273922	HHH HAUTE HIPPIE HOME	
Registration Number:	3751566	HAUTE HIPPIE NUDE	
Registration Number:	3963097	HHN	

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Serial Number:	85443265	HAUTE HOODIE
Serial Number:	85443299	HAUTE HOODIE
Serial Number:	85443289	HAUTE HOODIE
Serial Number:	85270504	MORE DASH THAN CASH
Serial Number:	85802264	TENNESSEE WYATT PARKER

**CORRESPONDENCE DATA**

Fax Number: 2126436500

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

Phone: 212-643-7000

Email: pto@sillscummis.com

Correspondent Name: Sills Cummis & Gross P.C.

Address Line 1: 30 Rockefeller Plaza

Address Line 2: 29th Floor, IP Dept., Docketing

Address Line 4: New York, NEW YORK 10112

ATTORNEY DOCKET NUMBER:	09910418.000001
NAME OF SUBMITTER:	Edward Longobardi
Signature:	/Edward Longobardi/
Date:	06/04/2013

**Total Attachments: 5**

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## Trademark Assignment

This Trademark Assignment, effective as of May 28, 2013 (“Effective Date”), is between Patricia Wescoat Pound, a United States Citizen, residing at 301 East 62<sup>nd</sup> Street, Apt. 15C, New York, New York 10065 (“Assignor”) and Haute Hippie US Licensing LLC, a Delaware limited liability company, having a registered address located at 2711 Centerville Road, Suite 400, Wilmington, Delaware 19808 (“Assignee”).

WHEREAS, Assignor is the owner of all of the right, title and interest in and to all trademarks, service marks, trade dress, logos (including all registrations and recordings thereof and all applications therefor in the United States Patent and Trademark Office or in any similar office or agency of any other state, country or any political subdivisions thereof), trade names, company names, business names, fictitious business names, other source or business identifiers and internet domain names, owned or used by Assignor in connection with its business, along with all common law rights related to any of the foregoing, and including without limitation those trademark registrations and applications for registration listed in Schedule A, (collectively, the “Marks”) and all goodwill associated therewith; and

WHEREAS, Assignor agrees to assign, transfer and sell to Assignee, Assignor’s entire right, title and interest in the Marks, and all goodwill associated therewith or symbolized thereby; and Assignee agrees to acquire Assignor’s entire right, title, and interest in and to the Marks, and all goodwill associated therewith or symbolized thereby.

NOW, THEREFORE, for one dollar (\$1.00), and for other fair and good consideration, Assignor, as of the Effective Date, hereby irrevocably assigns, transfers, sells and conveys to Assignee, its successors and assigns, Assignor’s entire right, title and interest in and to the Marks, and any renewals thereof, and all goodwill associated therewith or symbolized

thereby, together with all income, royalties, damages and payments now or hereafter due or payable with respect to the Marks, all causes of action (in law and/or equity), the right to sue, counterclaim and recover for past, present and future infringement, misappropriation, dilution and/or other violation of the rights assigned to Assignee hereunder, all rights to recover damages or lost profits in connection therewith and all other rights corresponding thereto throughout the respective countries where Assignor holds rights in the Marks.

Assignor, as of the Effective Date, agrees to immediately cease using the Marks and further agrees, without further consideration, to cause to be performed such lawful acts and to execute such further documents regarding the rights assigned, transferred and sold herein, as reasonably requested by Assignee or its successors or assigns. Assignor hereby requests the United States Commissioner of Patents and Trademarks to record Assignee as the assignee and owner of the Marks.

This Assignment shall be governed by and construed in accordance with the laws of the State of New York without giving effect to any choice or conflict of law provision or rule that would cause the application of the laws of any other jurisdiction. This Assignment may be executed in counterparts, each of which shall constitute an original, but all of which when taken together shall constitute a single contract.

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WHEREFORE, Assignor has duly executed this Trademark Assignment on the date indicated below.

Date: May 28, 2013

By:     *PLP*      
Patricia Wescoat Pound  
Owner

HAUTE HIPPIE US LICENSING LLC

By:     *PLP*      
Name: *PATRICIA WESCOAT POUND*  
Title: *MANAGER*



SCHEDULE A

<b>Mark</b>	<b>Country</b>	<b>Appl./Reg. No.</b>
HAUTE HIPPIE	U.S.A.	85/825668
HAUTE HIPPIE	U.S.A.	85/066377
HAUTE HIPPIE	U.S.A.	4108604
HAUTE HIPPIE	U.S.A.	3651794
HAUTE HIPPIE	U.S.A.	85/443147
HAUTE HIPPIE	U.S.A.	4223435
HH HAUTE HIPPIE LOGO	U.S.A.	85/825666
HH HAUTE HIPPIE LOGO	U.S.A.	85/066373
HH HAUTE HIPPIE LOGO	U.S.A.	4108603
HH HAUTE HIPPIE LOGO	U.S.A.	3766849
HHH HAUTE HIPPIE HOME LOGO	U.S.A.	85/273922
HAUTE HIPPIE NUDE	U.S.A.	3751566
HHN (Stylized)	U.S.A.	3963097
HAUTE HOODIE	U.S.A.	85/443265
HAUTE HOODIE	U.S.A.	85/443299
HAUTE HOODIE	U.S.A.	85/443289
MORE DASH THAN CASH	U.S.A.	85/270504
TENNESSEE WYATT PARKER	U.S.A.	85/802264