

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 Archives, Inc.		06/11/2013	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	Veena Advani		
Street Address:	110 West 40th Street - Suite 1707		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10018		
Entity Type:	INDIVIDUAL: UNITED STATES		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85913154	VIE LA V	
CORRESPONDENCE DATA			
Fax Number:	6462257137		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	212-791-7200		
Email:	ceb@hartbaxley.com		
Correspondent Name:	Joseph T. Murray		
Address Line 1:	90 John Street - Suite 403		
Address Line 4:	New York, NEW YORK 10038-3242		
ATTORNEY DOCKET NUMBER:	19393B-ADVANI X		
NAME OF SUBMITTER:	Joseph T. Murray		
Signature:	/JosephT/Murray		
Date:	06/25/2013		
Total Attachments: 1 source=DesignArchivesAssignment#page1.tif			

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TRADEMARK ASSIGNMENT

ASSIGNOR:

DESIGN ARCHIVES, INC.
(New York corporation)
110 West 40th Street – Suite 1707
New York, New York 10018

ASSIGNEE:

VEENA ADVANI
(United States citizen)
110 West 40th Street – Suite 1707
New York, New York 10018

WITNESSETH:

WHEREAS, DESIGN ARCHIVES, INC. (hereinafter referred to as “Assignor”), intends to assign all its right, title and interest in its

United States Application Serial No. 85/913154 **VIE LA V**;

and the trademark and goodwill related to said trademark and any registration deriving therefrom (hereinafter the “Trademark”); and

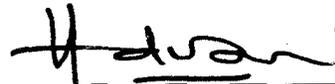
WHEREAS, VEENA ADVANI (hereinafter referred to as “Assignee”), desires to acquire all of Assignor’s right, title and interest in and to the Trademark.

NOW, THEREFORE, in consideration of payment of the sum of One United States Dollar and 00/100 (US\$1.00) and for other good and valuable consideration, receipt and sufficiency of which hereby are acknowledged by Assignor, Assignor has transferred, conveyed and assigned and hereby evidences such transference, conveyance and assignment to the Assignee (as well as to Assignee’s successors and assigns) all of Assignor’s right, title and interest in and to the Trademark together with:

- (1) All common-law and statutory rights with respect to said Trademark.
- (2) All rights to bring legal action against any third party for and to recover damages and/or equitable relief in the United States for infringement of said Trademark, including monetary damages for any past infringement.

IN WITNESS WHEREOF, Assignor, has caused this instrument to be executed on this 11 day of June 2013.

Assignor
DESIGN ARCHIVES, INC.



Veena Advani, President