

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               |
| Albert Dweck  |  | 06/17/2013     | INDIVIDUAL: UNITED STATES |
| RECEIVING PARTY DATA  |  |                |                           |
| Name:   | Apparel Connection LLC                       |                |                           |
| Street Address:   | 1291 Ocean Parkway                           |                |                           |
| City:   | Brooklyn                                     |                |                           |
| State/Country:  | NEW YORK                                     |                |                           |
| Postal Code:  | 11230  |                |                           |
| Entity Type:  | LIMITED LIABILITY COMPANY: NEW YORK          |                |                           |
| PROPERTY NUMBERS Total: 2   |  |                |                           |
| Property Type   | Number                                       | Word Mark      |                           |
| Registration Number:  | 4234625                                      | TOTALLY PINK   |                           |
| Serial Number:  | 85702705                                     | TOTALLY PINK   |                           |
| 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:  | 212-967-0500                                 |                |                           |
| Email:  | jeffrey@dweckny.com                          |                |                           |
| Correspondent Name:   | Jeffrey Dweck                                |                |                           |
| Address Line 1:   | 43 West 33rd Street                          |                |                           |
| Address Line 2:   | Suite 304                                    |                |                           |
| Address Line 4:   | New York, NEW YORK 10001                     |                |                           |
| NAME OF SUBMITTER:  | Jeffrey Dweck                                |                |                           |
| Signature:  | /jeffrey dweck/                              |                |                           |
| Date:   | 07/08/2013                                   |                |                           |
| Total Attachments: 2<br>source=doc20130708221804#page1.tif<br>source=doc20130708221804#page2.tif                      |  |                |                           |

OP \$65.00 4234625

**ASSIGNMENT OF TRADEMARK**

This Assignment of Trademarks is made as of the 17<sup>th</sup> day of June, 2013, by and between **Albert Dweck**, an individual residing at 1291 Ocean Parkway, Brooklyn, NY 11230 ("Assignor") and **Apparel Connection LLC**, a New York limited liability company located at 1291 Ocean Parkway, Brooklyn, NY 11230 ("Assignee").

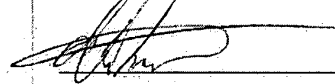
WHEREAS, as of the date hereof, the Assignor is the owner of the trademarks, including, without limitation, the trademark applications and/or registrations in the United States Patent and Trademark Office as delineated on Exhibit A annexed hereto (the "Trademarks"); and

WHEREAS, the Assignee is desirous of acquiring the Trademarks, the applications and registrations therefore, and the business and goodwill of the business in connection therewith.

NOW, THEREFORE, the Assignor, for good and valuable consideration, the receipt and sufficiency of which is hereby expressly acknowledged, hereby sells, assigns, conveys and transfers unto Assignee, its successor and assigns, Assignor's entire right, title and interest in and to the Trademarks, applications, and registrations set forth on Exhibit A, together with the business and all goodwill of the business connected with the use of or symbolized by the Trademarks, applications and registrations therefore, including any license, franchise, or distributor agreements, labels and advertising, and Assignor's entire right, title and interest in and to any and all claims and demands it may have, at law or in equity, for past infringement of the Trademarks as well as all rights to damages or profits as of the date hereof and the right to sue for and recover same in Assignee's own name.

IN WITNESS WHEREOF, the Assignor has caused this Assignment of Trademarks to be executed as of the date first written above.

ALBERT DWECK



---

Exhibit A

Trademarks

TOTALLY PINK (standard character mark)

Registration No. 4,234,625

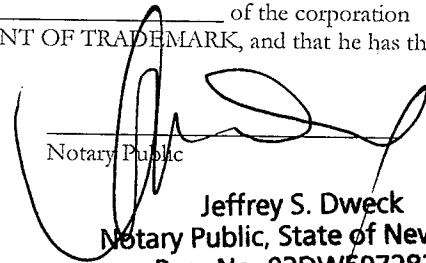
TOTALLY PINK (standard character mark)

Serial No. 85,702,705

STATE OF NEW YORK )

) ss.:  
COUNTY OF NEW YORK )

On this 17<sup>th</sup> day of JUNE, 2013, personally came before me Albert Dweck who being by me duly sworn did depose and say that deponent is the \_\_\_\_\_ of the corporation described in and which executed the foregoing ASSIGNMENT OF TRADEMARK, and that he has the authority to sign him name thereto.



Notary Public

**Jeffrey S. Dweck**  
**Notary Public, State of New York**  
**Reg. No. 02DW5072837**  
**Qualified in Kings County**  
**Commission Expires Feb. 10, 2015**