

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
Global Cellular, Inc.		09/09/2013	CORPORATION: GEORGIA
RECEIVING PARTY DATA			
Name:	EBIP LLC		
Street Address:	c/o Foster Pepper PLLC		
Internal Address:	Suite 3400		
City:	Seattle		
State/Country:	WASHINGTON		
Postal Code:	98101		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	85431002	ELLE & BLAIR	
Serial Number:	85431014	ELLE AND BLAIR	
CORRESPONDENCE DATA			
Fax Number:	2067492006		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	206-447-8925		
Email:	stepn@foster.com		
Correspondent Name:	Nancy V. Stephens		
Address Line 1:	1111 3rd Avenue		
Address Line 2:	Suite 3400		
Address Line 4:	Seattle, WASHINGTON 98101		
ATTORNEY DOCKET NUMBER:	205849-4		
NAME OF SUBMITTER:	Nancy V. Stephens		

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REEL: 005115 FRAME: 0881

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Signature:	/Nancy V. Stephens/
Date:	09/23/2013
Total Attachments: 1 source=SEADOCS-#51321665-v1- Assignment of ELLE BLAIR and ELLE AND BLAIR (2)#page1.tif	

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT made this 9th day of September, 2013, by Global Cellular, Inc. a corporation organized under the laws of the state of Georgia with its principal place of business at 6485 Shiloh Road, Bldg B-100, Alpharetta, Georgia 30005 ("Assignor") and EBIP LLC, a Delaware Limited Liability Company with a registered agent located at 160 Greentree Drive, Suite 101, Dover Delaware 19004 ("Assignee").

WHEREAS, Assignor has used the ELLE & BLAIR trademark and the ELLE AND BLAIR trademark (the "Marks") and is the owner of United States Trademark Application Serial Nos. 85/431,002 for ELLE & BLAIR and 85/431,014 for ELLE AND BLAIR both in *International* Class 09 for carrying cases for mobile computers; cell phone cases (the "Applications");

WHEREAS, Assignee desires to acquire all right, title, and interest Assignor has or may have in and to the Marks and the Applications;

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns to Assignee all right, title, and interest it has or may have in and to the Marks and the Applications, together with the business and the goodwill of the business symbolized by and associated with the Marks and the Applications, together with the right to recover damages and profits and all other remedies for past infringement thereof.

IN WITNESS WHEREOF, the undersigned has executed this Assignment as of the date and year first written above.

ASSIGNOR:

Global Cellular, Inc.

Name: Jesse Miller

Title: VP/GC

ASSIGNEE:

EBIP, LLC

Name: Scott Fowler

Title: President - EBIP, LLC