

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
BB Endeavors LLC		12/12/2013	LIMITED LIABILITY COMPANY: NEW YORK

RECEIVING PARTY DATA

Name:	SG Marks, LLC
Street Address:	360 Hamilton Avenue #100
City:	White Plains
State/Country:	NEW YORK
Postal Code:	10601
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 13

Property Type	Number	Word Mark
Registration Number:	4400361	SKINNYGIRL
Registration Number:	4218404	SKINNYGIRL
Registration Number:	3795804	SKINNYGIRL
Registration Number:	4132636	SKINNYGIRL
Registration Number:	4277999	SKINNYGIRL SMOOTHERS N' SHAPERS
Registration Number:	4265180	
Registration Number:	4163376	
Registration Number:	4342957	
Registration Number:	4295882	SKINNYGIRL
Registration Number:	4126977	
Registration Number:	4137032	
Registration Number:	4145550	
Serial Number:	85945422	SKINNYGIRL

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CORRESPONDENCE DATA

Fax Number: 4153918766

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

Phone: 415-913-4911

Email: trademarksf@leclairryan.com

Correspondent Name: Diane J. Mason

Address Line 1: 44 Montgomery Street, 18th Floor

Address Line 4: San Francisco, CALIFORNIA 94104

ATTORNEY DOCKET NUMBER:	SG MARKS LLC
NAME OF SUBMITTER:	Diane Mason
Signature:	/djm/
Date:	01/17/2014
Total Attachments: 3 source=USA - SG Marks LLC Assignment#page1.tif source=USA - SG Marks LLC Assignment#page2.tif source=USA - SG Marks LLC Assignment#page3.tif	

ASSIGNMENT OF TRADEMARKS

WHEREAS, BB Endeavors LLC, a New York limited liability company, located at P.O. Box 2088, New York, New York 10013 (hereinafter referred to as "ASSIGNOR"), is the owner of the entire right, title and interest in and to the trademarks listed in Exhibit A (the "MARKS"), and the goodwill appurtenant to said marks and the registrations thereof;

WHEREAS, SG Marks, LLC, a Delaware limited liability company residing at 360 Hamilton Avenue, #100, White Plains, New York 10601 (hereinafter referred to as "ASSIGNEE") desires to receive all of BB Endcavors LLC's right, title and interest in and to the MARKS, together with the goodwill associated therewith;

NOW THEREFORE, in consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged;

ASSIGNOR agrees to sell, assign, transfer and convey, and by this instrument hereby sells, assigns, transfers and conveys to ASSIGNEE, its successors, legal representatives and assigns, ASSIGNOR's entire right, title and interest in and to the MARKS and the goodwill of the business appurtenant to and connected with the MARKS, all rights at common law in the MARKS, and ASSIGNOR further assigns, transfers, sells and conveys to ASSIGNEE, its successors, legal representatives and assigns, the right to renew, protect, defend and enforce any and all rights to the MARKS including the right to sue for past infringement, the right to enforce any and all trademark rights of ASSIGNOR and causes of action therefor, presently known or unknown and inuring to ASSIGNEE, and the right to recover all claims for damages or for compensation for past infringement arising out of any cause of action, whether presently known, unknown, accrued or to accrue.

ASSIGNOR agrees to cooperate fully with ASSIGNEE (at no cost to ASSIGNOR) in connection with perfecting the transfer of all rights to and the vesting of full and complete title in ASSIGNEE, including, without limitation by enumeration, agreeing to the recordation of this Assignment on the records of the United States Patent and Trademark Office. ASSIGNOR agrees further to cooperate fully with ASSIGNEE (at no cost to ASSIGNOR) in connection with enforcing and defending the rights transferred and particularly in connection with executing any and all instruments deemed by ASSIGNEE to be necessary or desirable to implement and accomplish the transfer, enforcement and/or defense of rights granted by ASSIGNOR hereunder.

ASSIGNOR and ASSIGNEE agree that the effective date of this Assignment shall be June 11, 2013.

IN TESTIMONY WHEREOF, the undersigned ASSIGNOR has executed this Assignment.

ASSIGNOR:

BB Endeavors LLC

By: 

Name: Bethenny Frankel

Title: President

Date: 12/12/13

EXHIBIT A

U.S. REGISTRATIONS

MARK	REG NO.	REG DATE
SKINNYGIRL (cl 25)	4400361	9/10/2013
SKINNYGIRL (cl 25)	4218404	10/02/2012
SKINNYGIRL (cl 25)	3795804	06/01/2010
SKINNYGIRL (cl 3, 5)	4132636	04/24/2012
SKINNYGIRL SMOOTHERS N' SHAPERS	4277999	01/22/2013
SKINNYGIRL DAILY LOGO	4265180	12/25/2012
SKINNYGIRL WORKOUT LOGO (cl 41, 44)	4163376	06/26/2012
SKINNYGIRL COCKTAIL LOGO	4342957	05/28/2013
SKINNYGIRL (cl 21)	4295882	02/26/2013
SKINNYGIRL FACE & BODY LOGO	4126977	04/10/2012
SKINNYGIRL MOMMY LOGO	4137032	05/01/2012
SKINNYGIRL SMOOTHERS N' SHAPERS LOGO	4145550	05/22/2012

U.S. USE-BASED APPLICATION

MARK	APPL NO.	APPL DATE
SKINNYGIRL (cl 30)	85945422	05/29/2013