

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	01/01/2014		
CONVEYING PARTY DATA			
	Name	Formerly	Execution Date
	Lunaire Inc.		01/24/2014
			Entity Type
			CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	Dolce Vita Intimates, LLC		
Street Address:	1000 First Street		
City:	Harrison		
State/Country:	NEW JERSEY		
Postal Code:	07029		
Entity Type:	LIMITED LIABILITY COMPANY: NEW YORK		
PROPERTY NUMBERS Total: 7			
	Property Type	Number	Word Mark
	Registration Number:	2110031	LUNAIRE
	Registration Number:	3084604	WHIMSY
	Registration Number:	4134928	PRETTIER
	Registration Number:	3013046	SIMPLY SEXY
	Registration Number:	3725197	FIT TO BE SEEN
	Registration Number:	4357076	GOT CURVES
	Registration Number:	4421109	FEEL SENSATIONAL
CORRESPONDENCE DATA			
Fax Number:	2122925391		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	212-292-5390		
Email:	mail@ipcounselors.com		
Correspondent Name:	Robert L. Epstein		

OP \$190.00 2110031

Address Line 1: 60 E. 42nd Street, Suite 2410
Address Line 4: New York, NEW YORK 10165

ATTORNEY DOCKET NUMBER:	2081-020
NAME OF SUBMITTER:	Robert L. Epstein
Signature:	/robert l. epstein/
Date:	02/06/2014

Total Attachments: 2
source=DOLCE VITA- assign#page1.tif
source=DOLCE VITA- assign#page2.tif

TRADEMARK ASSIGNMENT

WHEREAS, Lunaire Inc., a New York corporation, having a place of business at 20 West 36th Street, 9th Floor, New York, New York 10018 (hereinafter the 'ASSIGNOR') is the owner of the trademarks LUNAIRE, WHIMSY, PRETTIER, SIMPLY SEXY, FIT TO BE SEEN, GOT CURVES and FEEL SENSATIONAL, the trademarks listed in Schedule A attached, and the goodwill of the business symbolized thereby;

AND WHEREAS, Dolce Vita Intimates, LLC, a New York limited liability company, located and doing business at 1000 First Street, Harrison, New Jersey 07029, (hereinafter the 'ASSIGNEE') is desirous of acquiring all rights, title and interest in and to the trademarks listed in Schedule A, and the goodwill of the business symbolized thereby.

NOW, THEREFORE, for \$1, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR does, effective as of January 1, 2014, hereby assign and transfer unto said ASSIGNEE, its successors and assigns, all of its rights, title and interest in and to the trademarks listed in Schedule A, and the goodwill of the business symbolized thereby.

AND ASSIGNOR also assigns and transfers to ASSIGNEE, any and all causes of action, claims, demands or other rights occasioned from or because of any and all past infringement of any of the trademarks listed in Schedule A.

AND ASSIGNOR further agrees that upon request, it will execute any and all documents necessary to vest all rights, title and interest in and to the trademarks listed in Schedule A and the registration therefor.

LUNAIRE, INC.

By: _____

Name: Benjamin Chan

Title: President

Date: January 21, 2014

SCHEDULE A

Trademark	Registration No.	Registration Date
LUNAIRE	2110031	10/28/97
WHIMSY	3084604	4/25/06
PRETTIER	4134928	5/1/12
SIMPLY SEXY	3013046	11/8/05
FIT TO BE SEEN	3725197	12/15/09
GOT CURVES	4357076	6/25/13
FEEL SENSATIONAL	4421109	10/22/13