

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
PERCEPTIONS, INC.		11/19/2013	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	MMIP HOLDINGS INC.		
Street Address:	99 Hook Road		
Internal Address:	Section 5		
City:	Bayonne		
State/Country:	NEW JERSEY		
Postal Code:	07002		
Entity Type:	CORPORATION: NEW JERSEY		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3423595	CHELSEA SUITE	
CORRESPONDENCE DATA			
Fax Number:	2126436500		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	212-643-7000		
Email:	pto@sillscummis.com		
Correspondent Name:	Sills Cummis & Gross P.C.		
Address Line 1:	30 Rockefeller Plaza		
Address Line 2:	29th Floor		
Address Line 4:	New York, NEW YORK 10112		
ATTORNEY DOCKET NUMBER:	09910684.000001		
NAME OF SUBMITTER:	Edward Longobardi		
Signature:	/Edward Longobardi/		

CH \$40.00 3423595

Date:

03/03/2014

Total Attachments: 3

source=Perceptions Inc Trademark Assignment#page1.tif

source=Perceptions Inc Trademark Assignment#page2.tif

source=Perceptions Inc Trademark Assignment#page3.tif

Trademark Assignment

This Trademark Assignment, effective as of June 1st 2013 (the "Effective Date"), is between PERCEPTIONS, INC., a New York corporation, having its principal place of business at 1400 Broadway, New York, New York 10018 ("Assignor"), and MMIP HOLDINGS INC., a New Jersey Corporation, having its principal place of business at 99 Hook Road, Section 5, Bayonne, NJ 07002 ("Assignee").

WHEREAS, Assignor is the owner of all of the right, title and interest in and to the trademark set forth on Schedule A annexed hereto (the "Mark"); and the goodwill associated with the Mark, and desires to assign, transfer and sell to Assignee the Mark and the goodwill associated therewith; and

WHEREAS, Assignor agrees to assign, transfer and sell to Assignee, Assignor's entire right, title and interest in and to the Mark and the goodwill associated therewith to Assignee; and Assignee agrees to acquire Assignor's entire right, title, and interest in and to the Mark and the goodwill associated therewith.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor, as of the Effective Date, hereby assigns, transfers and sells to Assignee, its successors, and assigns, Assignor's entire right, title and interest in and to the Mark, the goodwill associated with the Mark, as well as any renewals thereof, solely with respect to the Mark, all royalties, damages, and payments now or hereafter due or payable, all causes of action (in law and/or equity) and the right to sue, counterclaim, and recover for past, present, and future infringement, misappropriation, or dilution of the rights assigned to Assignee hereunder, and all rights, including the goodwill, corresponding thereto throughout the respective countries where Assignor holds rights in the Mark.

Assignor, as of the Effective Date, agrees to immediately cease using the Mark and further agrees, without further consideration, to cause to be performed such lawful acts and to execute such further documents regarding the rights assigned, transferred and sold herein, as reasonably requested by Assignee or its successors or assigns.

WHEREFORE, Assignor has duly executed this Trademark Assignment on the date indicated below.

Date: 11/19, 2013

PERCEPTIONS, INC.

By:

Sy B. Blumenthal
Name: Sy Blumenthal
Title: President

Schedule A

Mark

CHELSEA SUITE

Registration No.

3423595