

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
BUILT NY, INC.		03/03/2014	CORPORATION: NEW YORK

RECEIVING PARTY DATA

Name:	LIFETIME BRANDS, INC.
Street Address:	1000 Stewart Avenue
City:	Garden City
State/Country:	NEW YORK
Postal Code:	11530
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 32

Property Type	Number	Word Mark
Registration Number:	3427385	B
Registration Number:	3023095	
Registration Number:	3026873	
Registration Number:	3207943	BUILT
Registration Number:	3270079	BUILT
Registration Number:	3207941	BUILT
Registration Number:	3901078	BUILT
Serial Number:	85817799	BUILT
Serial Number:	85817758	BUILT
Serial Number:	85817705	BUILT
Serial Number:	85817688	BUILT
Serial Number:	85817866	BUILT
Registration Number:	3210469	BUILT NY
Registration Number:	3207714	BUILT NY

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Registration Number:	3148238	BUILT NY
Registration Number:	2984681	BUILT NY
Registration Number:	3026567	BUILT NY
Registration Number:	3260136	BUILT NY BABY
Registration Number:	3356108	BUILT NY BABY
Registration Number:	3335172	BUILT NY BYO
Registration Number:	3682694	BYO
Registration Number:	3905047	BYO
Serial Number:	85817946	BYO BY BUILT
Serial Number:	85817970	BYO BY BUILT
Serial Number:	85817902	BYO BY BUILT
Registration Number:	3410791	ELECTRIC POCKETS
Serial Number:	86043115	FELIX STUDIO
Serial Number:	86043058	FELIX STUDIO
Serial Number:	86043024	FELIX STUDIO
Serial Number:	86043135	FELIX STUDIO
Registration Number:	3793759	LOVE YOUR STUFF
Registration Number:	3457844	MUNCHLERS

CORRESPONDENCE DATA

Fax Number: 6318440081
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.
Phone: 631-844-0080
Email: carrie@tb-iplaw.com
Correspondent Name: Tutunjian & Bitetto, P.C.
Address Line 1: 425 Broadhollow Road
Address Line 2: Suite 302
Address Line 4: Melville, NEW YORK 11747

NAME OF SUBMITTER:	John G. Tutunjian
Signature:	/John G. Tutunjian/
Date:	03/04/2014

Total Attachments: 7
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TRADEMARK ASSIGNMENT

This Trademark Assignment, effective as of MARCH 3, 2014 (the "Effective Date"), is between Built NY, Inc., a New York corporation, having its principal place of business at 520 Broadway, 2nd Floor, New York, New York 10012 ("Assignor"), and Lifetime Brands, Inc., a Delaware corporation, having its principal place of business at 1000 Stewart Avenue, Garden City, New York 11530 ("Assignee").

WHEREAS, Assignor is the owner of all of the right, title and interest in and to the trademarks set forth on Schedule A annexed hereto (the "Marks"); and the goodwill associated with the Marks, and desires to assign, transfer and sell to Assignee the Marks 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 Marks and the goodwill associated therewith to Assignee; and Assignee agrees to acquire Assignor's entire right, title, and interest in and to the Marks and the goodwill associated therewith.

NOW, THEREFORE, for Ten Dollars (\$10.00) and other fair and good 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 Marks, the goodwill associated with the Marks, as well as any renewals thereof, solely with respect to the Marks, 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,

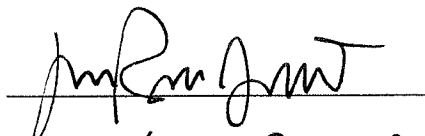
corresponding thereto throughout the respective countries where Assignor holds rights in the Marks.

Assignor, as of the Effective Date, agrees to immediately cease using the Marks 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.

Built NY, Inc.

Date: March 3, 2014

By: 
Name: JOHN R SWARTZ
Title: SECRETARY

SCHEDULE A

Mark:	B (Stylized)	Country	Classes	Reg. Owner	App. #	App. Dt	Reg. #	Reg. Dt	Allow. Dt	ITU
14991		United States	9, 18, 21	BUILT NY, INC.	77008722	9/27/2006	3427385	5/13/2008	9/4/2007	No

Mark:	BOTTLE TOTE DESIGN 1	Country	Classes	Reg. Owner	App. #	App. Dt	Reg. #	Reg. Dt	Allow. Dt	ITU
10100		United States	21	BUILT NY, INC.	78395303	4/2/2004	3023095	12/6/2005		No

Mark:	BOTTLE TOTE DESIGN 2	Country	Classes	Reg. Owner	App. #	App. Dt	Reg. #	Reg. Dt	Allow. Dt	ITU
10101		United States	21	BUILT NY, INC.	78395271	4/2/2004	3026873	12/13/2005		No

Mark:	BUILT	Country	Classes	Reg. Owner	App. #	App. Dt	Reg. #	Reg. Dt	Allow. Dt	ITU
15015		Australia	18	Built NY, Inc. (Broadway)	918521	3/22/2007	1174226	3/22/2007		No
15007		Brazil	21	Built NY, Inc. (Broadway)	829,402,993	10/9/2007	829,402,993	8/9/2011		No
15008		Canada		Built NY, Inc. (Broadway)	1,410,309	9/11/2008	773,981	8/9/2010		No
15009		Chile	21	Built NY, Inc. (Broadway)	791,847	10/11/2007	817,797	5/28/2008		No
15016		China (People's Republic Of)	18	Built NY, Inc. (Broadway)	918521	3/22/2007	918521	3/22/2007		No
15010		Colombia	21	Built NY, Inc. (Broadway)	07100313	9/26/2007	352,030	4/22/2008		No
15017		European Union	18	Built NY, Inc. (Broadway)	918521	3/22/2007	918521	3/22/2007		No
15011		Hong Kong	9, 18	Built NY, Inc. (Broadway)	300980794	10/26/2007	300980794	10/26/2007		No
15412		India	9, 18, 21	Built NY, Inc. (Broadway)	2077806	12/30/2010				No
15018		Japan	18	Built NY, Inc. (Broadway)	918521	3/22/2007	918521	3/22/2007		No
15413		Mexico	9	Built NY, Inc. (Broadway)	1145776	1/5/2011	1373234	6/4/2013		No
15414		New Zealand	9, 18, 21	Built NY, Inc. (Broadway)	835464	1/5/2011	835464	1/5/2011		No
15019		North Korea (People's Repub	18	Built NY, Inc. (Broadway)	918521	3/22/2007	918521	3/22/2007		No
15020		Russian Federation	18	Built NY, Inc. (Broadway)	918521	3/22/2007	918521	3/22/2007		No
15021		South Korea	18	Built NY, Inc. (Broadway)	918521	3/22/2007	918521	3/22/2007		No
15012		Taiwan	9, 21	Built NY, Inc. (Broadway)	097023995	5/21/2008	01351362	2/16/2009		No
15022		Turkey	18	Built NY, Inc. (Broadway)	918521	3/22/2007	918521	3/22/2007		No
9705		United States	25	BUILT NY, INC.	78760195	11/23/2005	3207943	2/13/2007		No
9704		United States	21	BUILT NY, INC.	78760150	11/23/2005	3270079	7/24/2007	9/26/2006	Yes
9703		United States	18	BUILT NY, INC.	78760105	11/23/2005	3207941	2/13/2007		No

14989	United States	18, 24	BUILT NY, INC.	77569891	9/15/2008	3901078	1/4/2011	10/27/2009	Yes
15014	WIPO	18	Built NY, Inc. (Broadway)	918521	3/22/2007	918521	3/22/2007		No

Mark:	Country	Classes	Reg. Owner	App. #	App. Dt	Reg. #	Reg. Dt	Allow. Dt	ITU
16581	United States	24	BUILT NY, INC.	85817799	1/8/2013			7/23/2013	Yes
16580	United States	21	BUILT NY, INC.	85817758	1/8/2013			7/23/2013	Yes
16579	United States	18	BUILT NY, INC.	85817705	1/8/2013			7/23/2013	Yes
16578	United States	9	BUILT NY, INC.	85817688	1/8/2013			7/23/2013	Yes
16582	United States	25	BUILT NY, INC.	85817866	1/8/2013			7/30/2013	Yes

Mark:	Country	Classes	Reg. Owner	App. #	App. Dt	Reg. #	Reg. Dt	Allow. Dt	ITU
15024	Australia	18, 21	Built NY, Inc. (Broadway)	833226	4/12/2004	1025624	4/12/2004		No
10092	Canada	18, 21	Built NY, Inc.	1,217,217	5/18/2004	694,189	8/16/2007		No
15025	China (People's Republic Of)	18, 21	Built NY, Inc. (Broadway)	833226	4/12/2004	833226	4/12/2004		No
15026	Denmark	18, 21	Built NY, Inc. (Broadway)	833226	4/12/2004	833226	4/12/2004		No
15027	Finland	18, 21	Built NY, Inc. (Broadway)	833226	4/12/2004	833226	4/12/2004		No
15028	France	18, 21	Built NY, Inc. (Broadway)	833226	4/12/2004	833226	4/12/2004		No
15029	Germany	18, 21	Built NY, Inc. (Broadway)	833226	4/12/2004	833226	4/12/2004		No
15030	Italy	18, 21	Built NY, Inc. (Broadway)	833226	4/12/2004	833226	4/12/2004		No
15031	Japan	18, 21	Built NY, Inc. (Broadway)	833226	4/12/2004	833226	4/12/2004		No
15032	North Korea (People's Repub	18, 21	Built NY, Inc. (Broadway)	833226	4/12/2004	833226	4/12/2004		No
15033	Portugal	18, 21	Built NY, Inc. (Broadway)	833226	4/12/2004	833226	4/12/2004		No
15034	Russian Federation	18, 21	Built NY, Inc. (Broadway)	833226	4/12/2004	833226	4/12/2004		No
15035	South Korea	18, 21	Built NY, Inc. (Broadway)	833226	4/12/2004	833226	4/12/2004		No
15036	Spain	18, 21	Built NY, Inc. (Broadway)	833226	4/12/2004	833226	4/12/2004		No
15037	Sweden	18, 21	Built NY, Inc. (Broadway)	833226	4/12/2004	833226	4/12/2004		No
10093	Taiwan	8, 18, 21	Built NY, Inc.	93016928	4/15/2004	1184923	12/1/2005		No
15038	Turkey	18, 21	Built NY, Inc. (Broadway)	833226	4/12/2004	833226	4/12/2004		No
15039	United Kingdom	18, 21	Built NY, Inc. (Broadway)	833226	4/12/2004	833226	4/12/2004		No
9498	United States	9, 18	BUILT NY, INC.	78703578	8/30/2005	3210469	2/20/2007		No
9501	United States	25	BUILT NY, INC.	78703696	8/30/2005	3207714	2/13/2007		No
9500	United States	21	BUILT NY, INC.	78703666	8/30/2005	3148238	9/26/2006		No
10090	United States	18, 21	BUILT NY, INC.	76579360	3/4/2004	2984681	8/16/2005		No

10102	United States	18	BUILT NY, INC.	78327316	11/13/2003	3026567	12/13/2005	No
15023	WIPO	18, 21	Built NY, Inc. (Broadway)	833226	4/12/2004	833226	4/12/2004	No

Mark: BUILT NY BABY & DESIGN									
<u>ID</u>	<u>Country</u>	<u>Classes</u>	<u>Reg. Owner</u>	<u>App. #</u>	<u>App. Dt</u>	<u>Reg. #</u>	<u>Reg. Dt</u>	<u>Allow. Dt</u>	<u>ITU</u>
9486	United States	21	BUILT NY, INC.	78704062	8/31/2005	3260136	7/10/2007		No
9487	United States	25	BUILT NY, INC.	78704097	8/31/2005	3356108	12/18/2007		No

Mark: BUILT NY BYO (Stylized)									
<u>ID</u>	<u>Country</u>	<u>Classes</u>	<u>Reg. Owner</u>	<u>App. #</u>	<u>App. Dt</u>	<u>Reg. #</u>	<u>Reg. Dt</u>	<u>Allow. Dt</u>	<u>ITU</u>
14993	United States	21	BUILT NY, INC.	78945520	8/4/2006	3335172	11/13/2007		No

Mark: BYO									
<u>ID</u>	<u>Country</u>	<u>Classes</u>	<u>Reg. Owner</u>	<u>App. #</u>	<u>App. Dt</u>	<u>Reg. #</u>	<u>Reg. Dt</u>	<u>Allow. Dt</u>	<u>ITU</u>
15409	Canada	9, 18, 21	Built NY, Inc. (Broadway)	1,511,225	12/29/2010				No
15109	China (People's Republic Of)	21	Built NY, Inc. (Broadway)	8458625	7/7/2010	8458625	7/21/2011		No
15410	European Union	9, 16, 18, 21	Built NY, Inc. (Broadway)	9633983	12/30/2010	9633983	7/18/2011		No
15411	Japan	9, 18, 21	Built NY, Inc. (Broadway)	2011-1107	1/11/2011	5518936	8/31/2012		No
14990	United States	21	BUILT NY, INC.	77675999	2/23/2009	3682694	9/15/2009		No

Mark: BYO (Stylized)									
<u>ID</u>	<u>Country</u>	<u>Classes</u>	<u>Reg. Owner</u>	<u>App. #</u>	<u>App. Dt</u>	<u>Reg. #</u>	<u>Reg. Dt</u>	<u>Allow. Dt</u>	<u>ITU</u>
14986	United States	9, 16	BUILT NY, INC.	77734378	5/11/2009	3905047	1/11/2011	12/15/2009	Yes

Mark: BYO BY BUILT & Design									
<u>ID</u>	<u>Country</u>	<u>Classes</u>	<u>Reg. Owner</u>	<u>App. #</u>	<u>App. Dt</u>	<u>Reg. #</u>	<u>Reg. Dt</u>	<u>Allow. Dt</u>	<u>ITU</u>
16583	United States	16	BUILT NY, INC.	85817946	1/8/2013			7/23/2013	Yes
16584	United States	21	BUILT NY, INC.	85817970	1/8/2013			7/23/2013	Yes
16577	United States	9	BUILT NY, INC.	85817902	1/8/2013			7/23/2013	Yes

Mark: ELECTRIC POCKETS									
<u>ID</u>	<u>Country</u>	<u>Classes</u>	<u>Reg. Owner</u>	<u>App. #</u>	<u>App. Dt</u>	<u>Reg. #</u>	<u>Reg. Dt</u>	<u>Allow. Dt</u>	<u>ITU</u>
10103	United States	9	BUILT NY, INC.	78859513	4/12/2006	3410791	4/8/2008	7/24/2007	Yes

<u>Mark:</u> <u>ID</u>	<u>Country</u>	<u>Classes</u>	<u>Reg. Owner</u>	<u>App. #</u>	<u>App. Dt</u>	<u>Reg. #</u>	<u>Reg. Dt</u>	<u>Allow. Dt</u>	<u>ITU</u>
	FELIX STUDIO								
16936	United States	18	BUILT NY, INC.	86043115	8/20/2013				Yes
16935	United States	16	BUILT NY, INC.	86043058	8/20/2013				Yes
16934	United States	9	BUILT NY, INC.	86043024	8/20/2013				Yes
16937	United States	21	BUILT NY, INC.	86043135	8/20/2013				Yes

<u>Mark:</u> <u>ID</u>	<u>Country</u>	<u>Classes</u>	<u>Reg. Owner</u>	<u>App. #</u>	<u>App. Dt</u>	<u>Reg. #</u>	<u>Reg. Dt</u>	<u>Allow. Dt</u>	<u>ITU</u>
	Love Your Stuff								
14987	United States	18	BUILT NY, INC.	77452318	4/18/2008	3793759	5/25/2010	12/2/2008	Yes

<u>Mark:</u> <u>ID</u>	<u>Country</u>	<u>Classes</u>	<u>Reg. Owner</u>	<u>App. #</u>	<u>App. Dt</u>	<u>Reg. #</u>	<u>Reg. Dt</u>	<u>Allow. Dt</u>	<u>ITU</u>
	MUNCHLERS								
14997	United States	16, 21, 24	BUILT NY, INC.	77328987	11/14/2007	3457844	7/1/2008		No