

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM297610

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Mr. Youth, LLC		02/05/2014	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	MRY US, LLC		
Street Address:	11 West 19th Street, 3rd Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10011		
Entity Type:	LIMITED LIABILITY COMPANY: NEW YORK		
PROPERTY NUMBERS Total: 8			
Property Type	Number	Word Mark	
Serial Number:	85685247	MAKING BRANDS SHAREABLE	
Serial Number:	85543902	ARCHITECTS OF ADVOCACY	
Serial Number:	85543907	BUILDING SHAREABLE BRANDS	
Registration Number:	4251532	MRY	
Registration Number:	4160168	MR YOUTH	
Registration Number:	4160169		
Registration Number:	3292259	REPWARE	
Registration Number:	2940202	MR. YOUTH	
CORRESPONDENCE DATA			
Fax Number:	2028576395		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	2028576000		
Email:	heather.booth@arentfox.com		
Correspondent Name:	Sarah L. Bruno		
Address Line 1:	1717 K Street, NW		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20036-5342		
ATTORNEY DOCKET NUMBER:	029698.1 MRY US LLC ASSIG		
NAME OF SUBMITTER:	Luna M. Samman		

OP \$215.00 85685247

SIGNATURE:	/luna m. samman/
DATE SIGNED:	03/10/2014
Total Attachments: 4 source=Trademark Assignment (Mr Youth - MRY)#page1.tif source=Trademark Assignment (Mr Youth - MRY)#page2.tif source=Trademark Assignment (Mr Youth - MRY)#page3.tif source=Trademark Assignment (Mr Youth - MRY)#page4.tif	

TRADEMARK ASSIGNMENT

WHEREAS, Mr. Youth, LLC, a Delaware limited liability company, having a place of business at 225 Park Avenue South, 16th Floor, New York, New York 10003 ("Assignor"), has adopted, and used the marks set forth in the attached Schedule (the "Marks") and owns the applications and registrations for the Marks (the "Trademark Applications and Registrations").

WHEREAS, MRY US, LLC, a New York limited liability company, having a place of business at 11 West 19th Street, 3rd Floor, New York, New York 10011 ("Assignee"), desires to acquire the Marks and the Trademark Applications and Registrations and all appurtenant rights and associated goodwill inherent therein.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby assign unto Assignee all right, title, and interest in, under, and to the Marks and the Trademark Applications and Registrations, together with the business inherent therein and the right to bring suit and recover damages for past infringement thereof. Assignor hereby agrees to execute any additional documents that may be required to accomplish this Assignment.

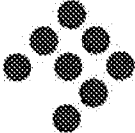
Mr. Youth, LLC:

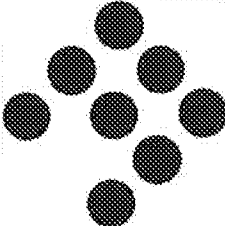
City/Country: New York, NY, USA
Date: 2/5/14 By: Dan LaFontaine
Title: CFO/COO

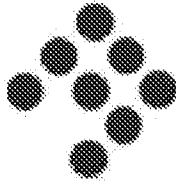
MRY US, LLC:

City/Country: New York, NY, USA
Date: 2/5/14 By: Andrew Udin
Title: General Counsel

Schedule

Country	Mark	Application/Registration No	Class
United States	MAKING BRANDS SHAREABLE <small>MAKING BRANDS SHAREABLE</small>	App 85685247 App 24-JUL-2012	35
United States	ARCHITECTS OF ADVOCACY <small>ARCHITECTS OF ADVOCACY</small>	App 85543902 App 15-FEB-2012	35
United States	BUILDING SHAREABLE BRANDS <small>BUILDING SHAREABLE BRANDS</small>	App 85543907 App 15-FEB-2012	35
United States	MRY MRY	App 85530075 App 31-JAN-2012 Reg 4251532 Reg 27-NOV-2012	35
United States	MR YOUTH Cross References: MISTER YOUTH ❖ MR YOUTH	App 85337819 App 03-JUN-2011 Reg 4160168 Reg 19-JUN-2012	35
United States	<i>Design Only</i> 	App 85337836 App 03-JUN-2011 Reg 4160169 Reg 19-JUN-2012	35
United States	REPWARE RepWare	App 78902279 App 06-JUN-2006 Reg 3292259 Reg 11-SEP-2007	42

Country	Mark	Application/Registration No	Class
United States	MR. YOUTH Cross References: MISTER YOUTH MR. YOUTH	App 78402300 App 15-APR-2004 Reg 2940202 Reg 12-APR-2005	35
Canada	MAKING BRANDS SHAREABLE	App 159044600 App 16-AUG-2012	
Canada	ARCHITECTS OF ADVOCACY	App 159006300 App 14-AUG-2012	
Canada	MRY	App 158536500 App 10-JUL-2012	
Canada	MR YOUTH	App 153092600 App 08-JUN-2011	
Canada	❖ MR YOUTH	App 153092400 App 08-JUN-2011	
Canada		App 153092500 App 08-JUN-2011	
Community Trademarks	ARCHITECTS OF ADVOCACY	App 11122736 App 16-AUG-2012 Reg 11122736 Reg 28-DEC-2012	35
Community Trademarks	MR YOUTH ❖ MR YOUTH	App 10457323 App 30-NOV-2011 Reg 10457323 Reg 11-APR-2012	35

Country	Mark	Application/Registration No	Class
Community Trademarks	<i>Design Only</i> 	App 10457406 App 30-NOV-2011 Reg 10457406 Reg 11-APR-2012	35

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