

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM298972

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
SEGRETS, INC.		02/28/2014	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	SIGRID OLSEN FASHION STUDIO LLC		
Street Address:	37 Sunset Drive #43		
City:	Sarasota		
State/Country:	FLORIDA		
Postal Code:	34236		
Entity Type:	LIMITED LIABILITY COMPANY: FLORIDA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1869689	SIGRID OLSEN	
CORRESPONDENCE DATA			
Fax Number:	2125750671		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	212-790-9200		
Email:	fxm@cll.com		
Correspondent Name:	William M. Borchard		
Address Line 1:	1133 Avenue of the Americas		
Address Line 4:	New York, NEW YORK 10036		
ATTORNEY DOCKET NUMBER:	30083-002 WMB/FM		
NAME OF SUBMITTER:	William M. Borchard		
SIGNATURE:	/William M. Borchard/		
DATE SIGNED:	03/24/2014		
Total Attachments: 3			
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OP \$40.00 1869689

U.S. TRADEMARK ASSIGNMENT

ASSIGNMENT dated as of February 28th, 2014 between SECRETS, INC. ("Assignor"), a Delaware corporation, of 1441 Broadway, New York, New York 10018 and SIGRID OLSEN FASHION STUDIO LLC, a Florida limited liability company, of 37 Sunset Drive #43, Sarasota, FL 34236, Sarasota, FL 34236 ("Assignee").

WHEREAS, Assignor is the owner of record of the marks listed in the Schedule hereto and the registrations thereof shown in the Schedule (the "Marks"); and

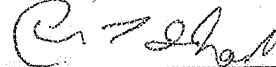
WHEREAS, Assignee wishes to acquire all of Assignor's right, title and interest in and to the Marks for the goods listed in the registrations shown in the Schedule, and the goodwill symbolized by the Marks;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns, transfers, and conveys unto Assignee, its successors and assigns, absolutely and forever, all of its rights, title and interest in and to the Marks, whether statutory or at common law, including all applications and registrations thereof, for the goods listed in the registrations listed in the Schedule, together with the goodwill associated with the Marks, and the right to sue for, collect and retain all damages and profits and all other remedies for past infringements thereof by parties unrelated to Assignor.

See Attached Schedule

SECRETS, INC.

By



Name: CHRISTOPHER DINARDO

Title: GENERAL COUNSEL &
CORPORATE SECRETARY

TRADEMARK

REEL: 005242 FRAME: 0322

SIGRID OLSEN	Oman	Segrets, Inc. (Delaware Corporation)	Filed	35	436010	10/07/2007	356071	10/02/2002	01/07/2017
SIGRID	Portugal	Segrets, Inc. (Delaware Corporation)	Registered	25, 16	356071	08/09/2001	356071	10/02/2002	10/02/2002
SO BLUE	Republic of Korea	Segrets, Inc. (Delaware Corporation)	Registered	25	40200027285	06/08/2008	400453225	10/05/2001	10/03/2021
SIGRID OLSEN	Republic of Korea	Segrets, Inc. (Delaware Corporation)	Registered	25	40200027285	03/05/2002	400453225	10/05/2001	04/27/2023
SIGRID OLSEN	Singapore	Segrets, Inc. (Delaware Corporation)	Registered	25	190085530	06/27/1996	190085530	06/27/1996	06/27/2016
SO BLUE	Singapore	Segrets, Inc. (Delaware Corporation)	Registered	25	191027761	03/11/1987	191027761	03/11/2000	03/11/2017
SO BLUE	Singapore	Segrets, Inc. (Delaware Corporation)	Registered	14	191027771	06/11/1987	191027771	06/20/2000	03/11/2017
SO BLUE	Singapore	Segrets, Inc. (Delaware Corporation)	Registered	18	191028923	05/14/1987	191028923	03/14/1997	03/14/2017
SIGRID BY SEGRET'S	Spain	Segrets, Inc. (Delaware Corporation)	Registered	25	2441271	12/03/2001	2441271	05/20/2002	12/03/2021
SIGRID	Spain	Segrets, Inc. (Delaware Corporation)	Registered	25	2444878	12/03/2001	2444878	06/05/2002	12/03/2021
SO BLUE	Sri Lanka	Segrets, Inc. (Delaware Corporation)	Filed	25	99438	08/17/2000	99438		08/17/2020
SIGRID OLSEN	Sri Lanka	Segrets, Inc. (Delaware Corporation)	Registered	25	99438	08/17/2000	99438		08/17/2020
SIGRID OLSEN	Taiwan	Segrets, Inc. (Delaware Corporation)	Registered	25	83032853	07/02/1996	761748	05/15/2017	05/15/2017
SO BLUE	Taiwan	Segrets, Inc. (Delaware Corporation)	Registered	25	83032853	07/02/1996	761748	05/15/2017	05/15/2017
SIGRID OLSEN	Thailand	Segrets, Inc. (Delaware Corporation)	Registered	18	89012525	03/15/1997	76410	11/15/2017	07/19/2020
SIGRID OLSEN	Thailand	Segrets, Inc. (Delaware Corporation)	Registered	25	426517	07/21/2000	Kor157792	05/01/2002	07/19/2020
SO BLUE	Turkey	Segrets, Inc. (Delaware Corporation)	Registered	25	426517	07/21/2000	Kor157792	05/01/2002	07/19/2020
SIGRID	United Arab Emirates	Segrets, Inc. (Delaware Corporation)	Registered	14	200700338	01/09/2007	200700338	01/09/2007	01/09/2017
SIGRID OLSEN	United Arab Emirates	Segrets, Inc. (Delaware Corporation)	Registered	9	91446	03/07/2007	88875	05/27/2008	03/07/2017
SIGRID OLSEN	United Arab Emirates	Segrets, Inc. (Delaware Corporation)	Registered	14	91447	03/07/2007	88875	05/27/2008	03/07/2017
SIGRID OLSEN	United Arab Emirates	Segrets, Inc. (Delaware Corporation)	Registered	14	91445	03/07/2007	88875	05/27/2008	03/07/2017
SIGRID OLSEN	United States	Segrets, Inc. (Delaware Corporation)	Registered	3	74427962	08/23/1963	32514	01/05/2008	03/07/2017
DESIGN (Horizontal & Vertical Lines)	United States	Segrets, Inc. (Delaware Corporation)	Registered	14	78884247	05/16/2006	1889688	12/27/1994	12/27/2014
DESIGN (Horizontal & Vertical Lines)	United States	Segrets, Inc. (Delaware Corporation)	Registered	14	78884247	05/16/2006	3374812	06/07/2007	06/07/2017
VISION ART CLOTHING LIFE	United States	Segrets, Inc. (Delaware Corporation)	Registered	25	79028520	12/01/1995	27100154	08/29/1997	08/29/2017
Egypt Design	United States	Segrets, Inc. (Delaware Corporation)	Registered	25, 16, 14	79822468	05/04/2005	3319877	10/25/2007	10/25/2017