TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM300417

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Sandow Media, LLC		04/04/2014	LIMITED LIABILITY COMPANY: DELAWARE

RECEIVING PARTY DATA

Name:	Fred Segal Family, LLC
Street Address:	10960 Wilshire Blvd., Suite #1100
City:	Los Angeles
State/Country:	CALIFORNIA
Postal Code:	90024
Entity Type:	LIMITED LIABILITY COMPANY: CALIFORNIA

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Serial Number:	85959530	THE BLEND BY FRED SEGAL

CORRESPONDENCE DATA

Fax Number: 3108296991

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Phone: 310.829.7474
Email: ilee@raklaw.com
Correspondent Name: Irene Y. Lee
Address Line 1: 12424 Wilshire Blvd., Suite 1200
Address Line 4: Los Angeles, CALIFORNIA 90025

OP $40.00 85959530

ATTORNEY DOCKET NUMBER:	3310-002
NAME OF SUBMITTER:	Irene Y. Lee
SIGNATURE:	/Irene Y. Lee/
DATE SIGNED:	04/04/2014

Total Attachments: 2
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TRADEMARK ASSIGNMENT

WHEREAS Sandow Media, LLC a Delaware limited liability company ("ASSIGNOR") is the owner of record and of the entire right, title and interest in and to the trademark listed in **Schedule "A"** attached hereto (hereinafter "Mark"), its respective registration(s) and the goodwill appertaining thereto;

WHEREAS, Fred Segal Family, LLC, a California limited liability company ("ASSIGNEE") desires acquire ASSIGNOR's entire right, title and interest in and to the Mark, any registrations therefor, together with the goodwill of the business connected with the use of and symbolized by the Mark.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby sells, assigns, and transfers to ASSIGNEE, ASSIGNOR's entire right, title, and interest in and to the Mark and the registration therefor, together with: (1) the goodwill of the business appertaining thereto; (2) all income, royalties, and damages due or payable to ASSIGNOR with respect to the Mark, including without limitation, damages, and payments for past or future infringements and misappropriations of the Mark; and (3) all rights to sue for past, present and future infringements or misappropriations of the Mark. The consideration for this assignment has been already agreed and paid, receipt of which is hereby acknowledged by the ASSIGNOR. ASSIGNOR hereby authorizes the Commissioner of Patents and Trademarks to record the registration of the Mark as the property of ASSIGNEE and to issue all future registrations for the Mark to ASSIGNEE.

ASSIGNOR further confirms that ASSIGNOR has agreed to execute all documents, papers, forms and authorizations and take all other actions that may be necessary for securing, completing, or vesting in ASSIGNEE full right, title, and interest in the Mark.

IN WITNESS WHEREOF, ASSIGNOR has executed this Assignment on this 7 day of APRIL, 2014.

ASSIGNOR: Sandow Media, LLC

Name: Adam Sandow
Title: Chairman & CEO

Notary Public State of Florida
Shirley M Cruz
My Commission FF 023276
Expires 07/04/2017

Schedule A

Mark	Country	Reg. No.	Reg. Date	Serial No.	Filed	Class(es)
THE BLEND — Fred Segal	U.S.			85959530	June 13, 2013	3