

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM305017

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Fame Fashion House, LLC		05/20/2014	LIMITED LIABILITY COMPANY: NEW YORK
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	SK Brands, LLC		
<b>Street Address:</b>	214 West 39th Street		
<b>Internal Address:</b>	#403		
<b>City:</b>	New York City		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10018		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: NEW YORK		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3449977	X RAY	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	7326343511		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
<b>Phone:</b>	7326343520		
<b>Email:</b>	trademarks@ezrasutton.com		
<b>Correspondent Name:</b>	Joseph Sutton		
<b>Address Line 1:</b>	900 Route 9		
<b>Address Line 2:</b>	Suite 201		
<b>Address Line 4:</b>	Woodbridge, NEW JERSEY 07095		
<b>ATTORNEY DOCKET NUMBER:</b>	NEW ERA 10.1-002		
<b>NAME OF SUBMITTER:</b>	Joseph Sutton		
<b>SIGNATURE:</b>	/JS/		
<b>DATE SIGNED:</b>	05/20/2014		
<b>Total Attachments: 2</b>			
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## U.S. TRADEMARK ASSIGNMENT

WHEREAS, FAME FASHION HOUSE, L.L.C. (hereinafter "Assignor"), a New York limited liability company, having a current place of business at 214 W. 39<sup>th</sup> Street, #401A, New York City, New York 10018, is the latest owner of the entire rights, title, and interest in and to the following trademark, trademark registration, and the goodwill associated with the business and mark therewith:

**X RAY U.S. Reg. No. 3,449,977 Registered: June 17, 2008 Classes: 3, 9,14, 24**

WHEREAS, SK Brands, LLC (hereinafter "Assignee"), a New York limited liability company, having a place of business at 214 West 39th Street, #403, New York City, New York 10018, is desirous of acquiring the entire rights, title, and interest in and to said trademark, trademark registration, and the goodwill of the business associated with such mark;

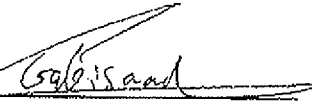
NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign and transfer to Assignee all of its rights, title, and interest in and to said trademark, trademark registration, together with that part of the goodwill of the business associated with the use of and symbolized by said mark; as well as the right to sue for past infringement. Assignor represents and warrants that it is the sole owner of the mark; that the mark and registration associated thereof is valid and in full force and effect; and that said mark and registration is assigned free of any claims, liens, security interests or other encumbrances. Furthermore, Assignor represents and warrants that it has the sole right to use said mark and to the best of the undersigned's knowledge the mark is not used by any other entity; and said mark does not infringe on the rights of another trademark owner.

Assignor agrees to perform all reasonable and proper acts at the request and expense of Assignee, which Assignee may require in order to vest all of Assignor's rights, title, and interest in and to said trademark, trademark registration in Assignee or its successor.

IN WITNESS WHEREOF, I have set my signature herewith:

FAME FASHION HOUSE, L.L.C.  
(Assignor)

Dated: May 20, 2014

By:   
Gabi Saadia,  
Pres.

State of New York

County of \_\_\_\_\_

On this \_\_\_ day of \_\_\_\_\_, 2014, before me appeared the person who signed this instrument, who is authorized to sign this instrument on behalf of the identified corporation or other juristic entity, who being sworn, acknowledged that he/she signed this instrument as a free act.

\_\_\_\_\_  
Notary Public