

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM306113

<b>SUBMISSION TYPE:</b>	CORRECTIVE ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	Corrective Assignment to correct the entity type of Assignee previously recorded on Reel 003477 Frame 0498. Assignor(s) hereby confirms the assignment of the entire interest and goodwill of the trademarks (note that Assignee is filing this corrective assignment).

## CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Weebairn, Inc.	FORMERLY BHPC Marketing, Inc.	01/19/2007	CORPORATION: CALIFORNIA

## RECEIVING PARTY DATA

<b>Name:</b>	BHPC Associates LLC
<b>Street Address:</b>	1370 Broadway
<b>City:</b>	New York
<b>State/Country:</b>	NEW YORK
<b>Postal Code:</b>	10018
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE

## PROPERTY NUMBERS Total: 9

Property Type	Number	Word Mark
Registration Number:	1810818	BEVERLY HILLS ATHLETIC CLUB
Registration Number:	1947244	BEVERLY HILLS POLO CLUB
Registration Number:	2855713	BEVERLY HILLS POLO CLUB
Registration Number:	2181220	BEVERLY HILLS POLO CLUB
Registration Number:	2214846	BEVERLY HILLS POLO CLUB
Registration Number:	1429311	BEVERLY HILLS POLO CLUB
Registration Number:	2091892	BEVERLY HILLS POLO CLUB
Registration Number:	1751058	BEVERLY HILLS POLO CLUB
Registration Number:	1547468	BHPC

## CORRESPONDENCE DATA

Fax Number:

*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.*

Phone: 2126553500

Email: rmw@msf-law.com

Correspondent Name: Rachel Weiss, Meister Seelig &amp; Fein

Address Line 1: 140 East 45th Street, 19th Floor

Address Line 4: New York, NEW YORK 10017

TRADEMARK

<b>ATTORNEY DOCKET NUMBER:</b>	4472-020
<b>NAME OF SUBMITTER:</b>	Rachel M. Weiss
<b>SIGNATURE:</b>	/Rachel M. Weiss/
<b>DATE SIGNED:</b>	05/30/2014

**Total Attachments: 10**

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
ASSIGNMENT RECORDATION BRANCH

DECLARATION OF DAVID HADDAD

1. I, David Haddad, am a Managing Member of BHPC Associates LLC. I have firsthand knowledge of the facts at issue, and submit this declaration pursuant to TMEP § 503.06(b).
2. BHPC Associates LLC is the owner of the trademarks and trademark registrations listed in the attached Exhibit A (the "Trademarks").
3. BHPC Associates LLC assumed ownership of the Trademarks following an assignment from Weebairn, Inc. f/k/a BHPC Marketing, Inc. on January 19, 2007. This assignment was duly recorded with the USPTO on January 19, 2007 at reel/frame 003477/0498.
4. It has recently come to my attention that an inadvertent error was made on the assignment document. Specifically, BHPC Associates LLC was listed as a limited liability corporation organized and existing under the laws of Delaware, rather than a limited liability company organized and existing under the laws of Delaware. As shown on the attached printout from the Delaware Secretary of State's website (attached hereto as Exhibit B), our company is a limited liability company.
5. Given the error, I respectfully request correction of the assignment and USPTO records to reflect that the owner of the Trademarks is BHPC Associates LLC, a limited liability company organized and existing under the laws of Delaware. In order to effectuate this correction, I am filing: (i) a new assignment cover sheet; (ii) this declaration; (iii) a copy of the originally recorded document with the corrections thereto initialed and dated; and (iv) the required fee for each registration to be corrected.

The undersigned being warned that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001, declares that all statements made of his own knowledge are true; and all statements made on information and belief are believed to be true.

**BHPC ASSOCIATES LLC**

By: 

Name: David Haddad

Title: Managing Member

Date: 5/30/14

# EXHIBIT A

**TRADEMARK REGISTRATIONS**

<u>Reg. No.</u>	<u>Mark</u>	<u>Reg. Date</u>
1,810,818	BEVERLY HILLS ATHLETIC CLUB	December 14, 1993
1,947,244	BEVERLY HILLS POLO CLUB	January 9, 1996
2,855,713	BEVERLY HILLS POLO CLUB	June 22, 2004
2,181,220	BEVERLY HILLS POLO CLUB and Design	August 11, 1998
2,214,846	BEVERLY HILLS POLO CLUB and Design	December 29, 1998
1,429,311	BEVERLY HILLS POLO CLUB and Design	February 17, 1987
2,091,892	BEVERLY HILLS POLO CLUB and Design	August 26, 1997
1,751,058	BEVERLY HILLS POLO CLUB and Design	February 9, 1993
1,547,468	BHPC	July 11, 1989

# EXHIBIT B

**Department of State: Division of Corporations**

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**Entity Details**

THIS IS NOT A STATEMENT OF GOOD STANDING

<u>File Number:</u>	<b>3810831</b>	<u>Incorporation Date / Formation Date:</u>	<b>06/02/2004</b> (mm/dd/yyyy)
<u>Entity Name:</u>	<b>BHPC ASSOCIATES LLC</b>		
<u>Entity Kind:</u>	<b>LIMITED LIABILITY COMPANY (LLC)</b>	<u>Entity Type:</u>	<b>GENERAL</b>
<u>Residency:</u>	<b>DOMESTIC</b>	State:	<b>DE</b>

REGISTERED AGENT INFORMATION

Name:	<b>NATIONAL CORPORATE RESEARCH, LTD.</b>		
Address:	<b>615 S DUPONT HWY</b>		
City:	<b>DOVER</b>	County:	<b>KENT</b>
State:	<b>DE</b>	Postal Code:	<b>19901</b>
Phone:	<b>(302)734-1450</b>		

Additional information is available for a fee. You can retrieve Status for a fee of \$10.00 or more detailed information including current franchise tax assessment, current filing history and more for a fee of \$20.00.

Would you like  Status  Status, Tax & History Information

To contact a Delaware Online Agent [click here](#).

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
EFFECTIVE DATE:	01/19/2007

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Weebairn, Inc.	FORMERLY BHPC Marketing, Inc.	01/19/2007	CORPORATION: CALIFORNIA

RECEIVING PARTY DATA

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Street Address:	1370 Broadway
City:	New York
State/Country:	NEW YORK
Postal Code:	10018
Entity Type:	Limited Liability <del>Company</del> <sup>Company</sup> <i>DW 5/29/14</i> Corporation: DELAWARE

PROPERTY NUMBERS Total: 11

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Registration Number:	2091892	BEVERLY HILLS POLO CLUB
Registration Number:	1751058	BEVERLY HILLS POLO CLUB
Registration Number:	2567665	BEVERLY HILLS SURF & SUN
Registration Number:	1547468	BHPC
Registration Number:	2742893	CHEVAL

CORRESPONDENCE DATA

900068883

**TRADEMARK**  
**REEL: 005291 FRAME: 0856**

OP \$290.00 1810818



Fax Number: (212)527-7701  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: 212-527-7700  
Email: tmdocket@darbylaw.com  
Correspondent Name: PAUL FIELDS/DARBY & DARBY P.C.  
Address Line 1: P.O. BOX 5257  
Address Line 4: New York, NEW YORK 10150-5257

ATTORNEY DOCKET NUMBER:	21010/8202549-000
NAME OF SUBMITTER:	Paul Fields
Signature:	/Paul Fields/
Date:	02/08/2007
Total Attachments: 3 source=00995756#page1.tif source=00995756#page2.tif source=00995756#page3.tif	

**TRADEMARK ASSIGNMENT**


WHEREAS, **Weebairn, Inc. f/k/a BHPC Marketing, Inc.**, a corporation organized and existing under and by virtue of the laws of California and having a place of business at 27129 Calle Arroyo, Suite 1821, San Juan Capistrano, California 92675 (herein "Assignor"), owns and has used in its business the trademarks listed in attached Schedule A (the "Assigned Trademarks"); and

WHEREAS, BHPC Associates LLC, a limited liability <sup>company</sup> ~~corporation~~ <sup>5/29/14</sup> organized and existing under and by virtue of the laws of Delaware and having a place of business at 1370 Broadway, New York, New York 10018 (herein "Assignee"), is desirous of acquiring the entire, right, title and interest in and to the Assigned Trademarks and in and to any registrations, renewals and extension that may be granted thereon, together with the good will of the business connected therewith;

THEREFORE, BE IT KNOWN that for and in consideration of the sum of One Dollar (\$1.00) to it in hand paid, and other good and valuable consideration, the receipt of which is hereby acknowledged, Assignor has sold, assigned, transferred and by these presents does hereby sell, assign, and transfer unto Assignee, its successors or assigns, the entire right, title and interest in and to the Assigned Trademarks and in and to any registrations, renewals and extensions that may be granted thereon, together with the goodwill of the business connected therewith and any right to recover for past infringement thereof.

**Weebairn, Inc. f/k/a BHPC Marketing, Inc.**





Dated: 01/19/2007


By: 


Print Name: Don Garrison


Print Title: President

SCHEDULE A

<u>TRADEMARK</u>	<u>REG. NO.</u>	<u>REG. DATE</u>
BEVERLY HILLS ATHLETIC CLUB	1,810,818	12/14/1993
BEVERLY HILLS POLO CLUB	1,947,244	01/09/1996
BEVERLY HILLS POLO CLUB	2,855,713	06/22/2004
	2,181,220	08/11/1998
	2,214,846	12/29/1998
	1,429,311	02/17/1987
	2,091,892	08/26/1997

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	1,751,058	02/09/1993
BEVERLY HILLS SURF & SUN	2,567,665	05/07/2002
BHPC	1,547,468	07/11/1989
CHEVAL	2,742,893	07/29/2003

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