

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM307287

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Playboy Enterprises, Inc.		03/10/2011	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Playboy Enterprises International, Inc.		
Street Address:	P.O. BOX 16373		
City:	Beverly Hills		
State/Country:	CALIFORNIA		
Postal Code:	90209		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	0777377	COVENTRY	
Registration Number:	0777378	SARAH	
Registration Number:	0788735	SC	
Registration Number:	0636452	SARAH COVENTRY	
CORRESPONDENCE DATA			
Fax Number:	2023448300		
<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>			
Phone:	2023444976		
Email:	rliebowitz@venable.com,trademarkdocket@venable.com		
Correspondent Name:	Rebecca Liebowitz		
Address Line 1:	c/o Venable LLP		
Address Line 2:	P.O. Box 34385		
Address Line 4:	Washington, D.C. 20043		
ATTORNEY DOCKET NUMBER:	COVENTRY MARK - PEI -PEII		
NAME OF SUBMITTER:	Rebecca Liebowitz		
SIGNATURE:	/rebecca liebowitz/		
DATE SIGNED:	06/11/2014		
Total Attachments: 6			
source=Coventry - PEI to PEII#page1.tif			

CH \$115.00 0777377

source=Coventry - PEI to PEI#page2.tif

source=Coventry - PEI to PEI#page3.tif

source=Coventry - PEI to PEI#page4.tif

source=Coventry - PEI to PEI#page5.tif

source=Coventry - PEI to PEI#page6.tif

ASSIGNMENT

WHEREAS, Playboy Enterprises, Inc., a corporation duly organized under the laws of Delaware located at 680 N. Lake Shore Drive, Chicago, IL 60611, has adopted and owns the trademark registrations set forth on Exhibit 1 (the "Marks").

WHEREAS, Playboy Enterprises International, Inc., a corporation duly organized under the laws of the State of Delaware in the United States of America located at 680 North Lake Shore Drive, Chicago, Illinois 60611, United States, desires to acquire the Marks;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Playboy Enterprises, Inc. hereby assigns to Playboy Enterprises International, Inc. all right, title and interest in and to the Marks, together with the goodwill of the business symbolized by the Marks.

PLAYBOY ENTERPRISES, INC.

By: _____

Howard Shapiro
Executive Vice President
Law and Administration
General Counsel and Secretary

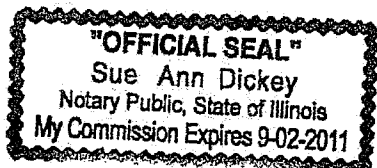
PLAYBOY ENTERPRISES INTERNATIONAL, INC.

By: _____

Howard Shapiro
Executive Vice President
Law and Administration
General Counsel and Secretary

Dated effective as of: 3-10-11

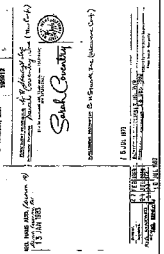

Signed and sworn to before me this 10th day of March, 2011.









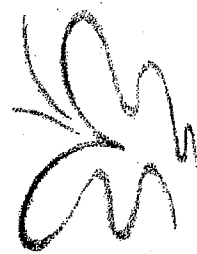
Sue Ann Dickey

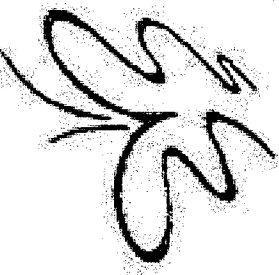

NOTARY PUBLIC


Exhibit 1

Jurisdiction	Mark	Reg. No.
Argentina	SARAH COVENTRY	1948863
Aruba	COVENTRY	11987
Aruba	SARAH	11988
Aruba	SARAH COV.	11986
Aruba	SARAH COVENTRY	11985
Australia	SARAH COVENTRY HERITAGE	555138
Australia	SARAH (Stylized Letters)	195914
Australia	SARAH COVENTRY and Design	195912
		
Australia	SARAH	195914
Austria	SARAH COVENTRY	214444
Bahamas	COVENTRY	6824
Bahamas	COVENTRY	7181
Bahamas	SARAH COVENTRY	6823
Bahamas	SARAH COVENTRY	7180
Benelux	SARAH COVENTRY	0045974
Bermuda	SARAH	996
Bermuda	SARAH	6870
Bermuda	SARAH COVENTRY	6966
Canada		TMA472803
Canada	COVENTRY	TMA148434
Canada	FASHION CHANGES, STYLE DOESN'T	TMA502527
Canada	IMAGES BY/PAR SARAH COVENTRY	TMA491515

Jurisdiction	Mark	Reg. No.
Canada	SARAH	TMA147462
Canada	SARAH COVENTRY	TMA141729
Canada	SARAH COVENTRY	TMA253193
Canada	SARAH COVENTRY HERITAGE	TMA480055
Canada	SC	TMA148355
Chile	COVENTRY	323261
Chile	SARAH	323259
Chile	SARAH COVENTRY	323260
Czech Republic		182138
Czech Republic	FASHION CHANGES, STYLE DOESN'T	181576
Czech Republic	SARAH COVENTRY	181362
Hong Kong		200015324
Hong Kong	SARAH COVENTRY	200015325
Iceland	SARAH COVENTRY	
Iceland	SARAH	69709
Iceland	SARAH COVENTRY	146490
Iceland	COVENTRY	125.1988
Iceland	LADY COVENTRY	358/1989
Iceland	LORD COVENTRY	357/1989
Iceland	S.C.	359/198
Iceland	SARAH	129/1988
Iceland	SARAH COVENTRY	55.1988
Ireland	SARAH	69709

Jurisdiction	Mark	Reg. No.
Italy	SARAH COVENTRY and Design 	0000892276
Italy	SARAH COVENTRY and Design 	0000892808
Japan		2565039
Japan		2519072
Japan	SARAH COVENTRY	2528488
Japan	The Art is in the Wearing The Art is in the Wearing	2528489
Mexico		470195

Jurisdiction	Mark	Reg. No.
Montserrat	COVENTRY	695
Montserrat	COVENTRY	637
Montserrat	SARAH	635
Montserrat	SARAH	694
Montserrat	SARAH COVENTRY	636
Montserrat	SARAH COVENTRY	693
Namibia	FASHION CHANGES, STYLE DOESN'T	92/0876
Namibia	SARAH COVENTRY	92/0874
Namibia	SARAH COVENTRY & Butterfly Design	92/0875
Netherlands Antilles	SARAH COVENTRY	16933
New Zealand	SARAH COVENTRY (Stylized Letters)	82861
	<i>Sarah Coventry</i>	
New Zealand	SARAH	82861
Norway	SARAH	69931
Poland		89268
Sarawak	SARAH COVENTRY	26862
Slovak Republic	FASHION CHANGES, STYLE DOESN'T	173069
Slovakia		173068
Slovakia	SARAH COVENTRY	180410
South Africa	Butterfly Design	93/11241
South Africa	Butterfly Design	93/11240

Jurisdiction	Mark	Reg. No.
South Africa	COVENTRY	893/10965
South Africa	FASHION CHANGES, STYLE DOESN'T	93/10963
South Africa	FASHION CHANGES, STYLE DOESN'T	93/11244
South Africa	FASHION CHANGES, STYLE DOESN'T	97/7233
South Africa	SARAH COVENTRY	93/11243
South Africa	SARAH COVENTRY	93/11242
South Africa	SARAH COVENTRY & Butterfly Design	89/3239
South Africa	SARAH COVENTRY and Butterfly Design	92/7234
Swaziland	SARAH COVENTRY & Butterfly Design	N/A
Switzerland	SARAH	P-347754
Switzerland	SARAH COVENTRY	P-327318
United States	COVENTRY	777,377
United States	SARAH	777,378
United States	SARAH COVENTRY	636,452
United States	SARAH COVENTRY and Design	2,928,080
United States	 SARAH COVENTRY	
United States	SC	788,735
Zambia	FASHION CHANGES, STYLE DOESN'T	284/92
Zambia	SARAH COVENTRY	286/92
Zambia	SARAH COVENTRY & Butterfly Design	285/92
Zimbabwe	FASHION CHANGES, STYLE DOESN'T	B946/92
Zimbabwe	SARAH COVENTRY	947/92
Zimbabwe	SARAH COVENTRY	948/92