

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM310135

<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>
Johann Jarmoune		07/09/2014	INDIVIDUAL: UNITED STATES
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Sunrise Apparel Group, LLC		
<b>Street Address:</b>	801 S. Figueroa Street, Suite 2500		
<b>City:</b>	Los Angeles		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	90017		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	86007217	BLUE JEANIUS	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	3102283953		
<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>	310.228.3700		
<b>Email:</b>	rwalsh@smrh.com		
<b>Correspondent Name:</b>	Jill M. Pietrini		
<b>Address Line 1:</b>	1901 Avenue of the Stars, Suite 1600		
<b>Address Line 4:</b>	Los Angeles, CALIFORNIA 90067		
<b>ATTORNEY DOCKET NUMBER:</b>	30GL-166425-169		
<b>NAME OF SUBMITTER:</b>	Jill M. Pietrini, Esq.		
<b>SIGNATURE:</b>	//jmp//		
<b>DATE SIGNED:</b>	07/09/2014		
<b>Total Attachments: 1</b>			
source=Assignment - Blue Jeanius#page1.tif			

CH \$40.00 86007217

**ASSIGNMENT OF TRADEMARK AND  
THE UNITED STATES APPLICATION THEREFOR**

This assignment is made by and between Johann Jarmoune, an individual, having a principal place of business at 1833 Fairburn Avenue, #104, Los Angeles, California 90025 (hereinafter "Assignor"), and Sunrise Apparel Group, LLC, a limited liability company organized and existing under the laws of the State of California, having a principal place of business at 801 S. Figueroa, Suite 2500, Los Angeles, CA 90017 (hereinafter "Assignee").

WHEREAS, Assignor has an intent to use the mark identified below, and filed an application to register the mark BLUE JEANIUS based on her intent to use the mark for those goods listed in the United States trademark application identified below (hereinafter the "Mark" and "Application", respectively).

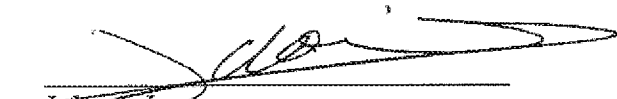
Mark	Class	App. No.	Filing Date
BLUE JEANIUS	25	86/007,217	July 11, 2013

WHEREAS, Assignor is assigning the Mark and the Application to Assignee as part of the entire business or portion thereof to which the Mark pertain as required by 15 U.S.C. § 1060.

WHEREAS, Assignee, the successor of the ongoing and existing business or portion thereof of Assignor's business to which the Mark pertain, is desirous of acquiring the Mark and the Application, including the goodwill associated with the ongoing and existing business, the Mark and any and all claims, demands, and causes of action for infringement, of the Mark, past, present, and future, and all of the proceeds from the foregoing.

NOW, THEREFORE, in consideration of good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to the Mark, and the Application, together with the goodwill of the business symbolized by the Mark and any and all claims, demands, and causes of action for infringement, of the Mark, past, present, and future, and all of the proceeds from the foregoing.

Signed at Los Angeles, California, effective this 9<sup>th</sup> day of July, 2014.

  
\_\_\_\_\_  
Johann Jarmoune

SMRH:426479597.1