

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM310776

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Macbeth, Inc.		06/06/2014	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	SB Lifestyle Brands LLC		
Street Address:	10100 Santa Monica Blvd.		
Internal Address:	Suite 500		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90067		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Serial Number:	76387426	MACBETH	
Serial Number:	77831526	M	
Serial Number:	86151707	MACBETH	
Serial Number:	86233904	MACBETH	
Serial Number:	86276360	MACBETH	
CORRESPONDENCE DATA			
Fax Number:	3102774730		
<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:	310-551-9306		
Email:	mweipdocket@mwe.com, jarciniega@mwe.com, bmorgan@mwe.com		
Correspondent Name:	Jorge Arciniega		
Address Line 1:	2049 Century Park East, Suite 3800		
Address Line 2:	McDermott Will & Emery LLP		
Address Line 4:	Los Angeles, CALIFORNIA 90067		
ATTORNEY DOCKET NUMBER:	87939.159		
NAME OF SUBMITTER:	Jorge Arciniega		
SIGNATURE:	/Jorge Arciniega/		
DATE SIGNED:	07/15/2014		

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Total Attachments: 3

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TRADEMARK ASSIGNMENT

This Trademark Assignment is effective as of the 6th day of June, 2014.

WHEREAS, Macbeth, Inc., a California corporation (the "Company") and Really Likeable People, Inc., a Delaware Corporation ("RLP"), Jon W. Humphrey, LLC, a Nevada limited liability company ("JWH LLC") and Thomas M. DeLonge, LLC, a Nevada limited liability company ("DeLonge LLC") (collectively "Assignors"), as applicable are the owners of the trademarks and trade names listed on Schedule A ("Marks"); and

WHEREAS, SB Lifestyle Brands LLC, a Delaware limited liability company ("Assignee"), desires to acquire the Marks, and any and all applications and/or registrations therefor, together with the goodwill of the business symbolized by the Marks;

WHEREAS, pursuant to the Asset Purchase Agreement by and among Assignors, and Assignee, dated as of April 29, 2014 (the "Asset Purchase Agreement"), Assignors have agreed to assign the Marks, together with the goodwill of the business symbolized by the Marks, to Assignee;

WHEREAS, Assignee is a successor to the portion of the business of the Assignors to which the Marks pertain; and

NOW, THEREFORE, each Assignor hereby sells, assigns and transfers to Assignee, its successors and assigns, absolutely and forever, the entire right, title and interest, whether statutory or at common law, in and to the Marks, together with the goodwill of the business symbolized by the Marks throughout the world, together with all causes of action for previously occurring infringements of the rights being assigned, and the right to receive and retain the proceeds relating to those infringements.

Each Assignor hereby agrees to execute upon the request of Assignee such additional documents as are necessary to register and otherwise give full effect to the rights of the Assignee under this Trademark Assignment in and to the Transferred IP.

This Trademark Assignment may be executed in one or more counterparts, and by the different parties hereto in separate counterparts each of which when executed will be deemed to be an original but all of which taken together will constitute one and the same agreement.

[Signature Page Follows]

IN WITNESS WHEREOF, this Trademark Assignment has been executed and delivered by a duly authorized representative of Assignor as of the date and year first above written.

SB Lifestyle Brands LLC By: _____ Name: Adam Chesnoff Title: Managing Director
Macbeth, Inc. By: _____ Name: Jon W. Humphrey Title: President
Really Likeable People, Inc. By: _____ Name: Jon W. Humphrey Title: President
Jon W. Humphrey, LLC. By: _____ Name: Jon W. Humphrey Title: Manager
Thomas M. DeLonge LLC By: _____ Name: Thomas M. DeLonge Title: Manager

Schedule A

Macbeth Registered Trademarks

Country	Trademark/ Registered Owner	App No./Filing Date (mm/dd/yr) International Class (IC)	Reg. No/Reg. Date (mm/dd/yr)	Expiration Date (mm/dd/yr)
United States	MACBETH Macbeth, Inc.	76387426 03/26/02 IC 25	2754219 08/19/03	08/19/23
United States	Design Macbeth, Inc.	77831526 09/21/09 IC 25	3872162 11/09/10	11/09/20
United States	MACBETH Macbeth, Inc.	86151707 12/23/13 IC 18		
United States	MACBETH Macbeth, Inc.	86233904 03/26/14 IC 35		
United States	MACBETH Macbeth, Inc.	86276360 05/08/14 IC 41		