

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM314781

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Loftex USA LLC		08/20/2014	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Loftex Home, LLC		
Street Address:	58 West 40th Street		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10018		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 11			
Property Type	Number	Word Mark	
Registration Number:	4495286		
Registration Number:	3721062	BATH STYLES	
Registration Number:	3865659	BEACH STYLES	
Registration Number:	4125148	BEACH TWEETS	
Registration Number:	3618518	LOFT	
Registration Number:	4495287	LOFTEX	
Registration Number:	3212428	LOFTEX	
Registration Number:	3644676	LOFTWIST	
Registration Number:	4036355	ROLL AND GO	
Registration Number:	4036356	TEXTER DUDE	
Serial Number:	86205075	THE GENEROUS TOWEL	
CORRESPONDENCE DATA			
Fax Number:	9142880023		
<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:	(914) 821-9072		
Email:	tmdocket@leasonellis.com		
Correspondent Name:	Karin Segall		
Address Line 1:	One Barker Avenue, Fifth Floor		
Address Line 4:	White Plains, NEW YORK 10601		
		TRADEMARK	

OP \$290.00 4495286

ATTORNEY DOCKET NUMBER:	00525\808000-000
NAME OF SUBMITTER:	Karin Segall
SIGNATURE:	/karinsegall/
DATE SIGNED:	08/21/2014
Total Attachments: 3 source=01202664#page1.tif source=01202664#page2.tif source=01202664#page3.tif	

TRADEMARK ASSIGNMENT

Whereas, Loflex USA LLC, a limited liability company organized and existing under and by virtue of the laws of Delaware and having a place of business at 58 West 40th Street New York, New York 10018 (herein "Assignor), owns the trademarks listed in the attached Schedule A and intended to use the trademark listed in the attached Schedule B in commerce and has filed an application for registration indicating that intention as to the trademark listed in Schedule B, but has not yet filed allegations of use of such marks under Section 1(c) or 1(d) of the Trademark Act; and

WHEREAS, Loflex Home, LLC, a limited liability company organized and existing under and by virtue of the laws of Delaware and having a place of business at and having a place of business at 58 West 40th Street New York, New York 10018 (herein "Assignee"), is the successor of the ongoing and existing business or portion thereof of Assignor to which the trademark listed in Exhibit B pertains and is desirous of acquiring the entire right, title and interest in and to the trademarks listed in Schedule A and Schedule B (collectively the "Assigned Marks") as well as any registrations, renewals and extensions that may be granted thereon;

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, said Assignor hereby sells, assigns and transfers the entire right, title and interest in and to the Assigned Marks, trademark applications therefor and 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 unto the said Assignee, its successors or assigns.

Loflex Home, LLC

By: 

Print Name: Catherine Dale

Print Title: Sr. V.P.

Date: 8/20/14

SCHEDULE A

Mark	Reg. No.	Country	Reg. Date
	4495286	United States	March 11, 2014
BATH <i>styles</i>	3721062	United States	December 8, 2009
<i>Beach Styles</i>	3865659	United States	October 19, 2010
BEACH TWEETS	4125148	United States	April 10, 2012
	3618518	United States	May 12, 2009
	4495287	United States	March 11, 2014
LOFTEX	3212428	United States	February 27, 2007
LOFTWIST	3644676	United States	June 23, 2009
ROLL AND GO	4036355	United States	October 4, 2011
TEXTER DUDE	4036356	United States	October 4, 2011

SCHEDULE B

Mark	Serial No.	Country	Filing Date
THE GENEROUS TOWEL	86205075	United States	February 26, 2014