

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM317134

|   |  |                         |                       |
|---|--|-------------------------|-----------------------|
| <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>    |
| Stevies, Inc.   |  | 09/12/2014              | CORPORATION: DELAWARE |
| <b>RECEIVING PARTY DATA</b>   |  |                         |                       |
| <b>Name:</b>  | Steven Madden, Ltd.                                |                         |                       |
| <b>Street Address:</b>  | 52-16 Barnett Avenue                               |                         |                       |
| <b>City:</b>  | Long Island City                                   |                         |                       |
| <b>State/Country:</b>   | NEW YORK   |                         |                       |
| <b>Postal Code:</b>   | 11104  |                         |                       |
| <b>Entity Type:</b>   | CORPORATION: DELAWARE                              |                         |                       |
| <b>PROPERTY NUMBERS Total: 1</b>  |  |                         |                       |
| <b>Property Type</b>  | <b>Number</b>                                      | <b>Word Mark</b>        |                       |
| <b>Registration Number:</b>   | 2840547  | STEVIES BY STEVE MADDEN |                       |
| <b>CORRESPONDENCE DATA</b>  |  |                         |                       |
| <b>Fax Number:</b>  | 2127446509   |                         |                       |
| <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>   | 212-472-6262                                       |                         |                       |
| <b>Email:</b>   | arlatifi@tuckerlatifi.com                          |                         |                       |
| <b>Correspondent Name:</b>  | Ali R. Latifi                                      |                         |                       |
| <b>Address Line 1:</b>  | 160 East 84th Street                               |                         |                       |
| <b>Address Line 2:</b>  | Suite 5E   |                         |                       |
| <b>Address Line 4:</b>  | New York, NEW YORK 10028                           |                         |                       |
| <b>NAME OF SUBMITTER:</b>   | Ali R. Latifi                                      |                         |                       |
| <b>SIGNATURE:</b>   | /Ali R. Latifi/                                    |                         |                       |
| <b>DATE SIGNED:</b>   | 09/16/2014   |                         |                       |
| <b>Total Attachments: 2</b>   |  |                         |                       |
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| source=U.S. executed Assignment#page2.tif   |  |                         |                       |

OP \$40.00 2840547

## U.S. Trademark Assignment

ASSIGNMENT made this 12<sup>th</sup> day of September 2014, by Stevies, Inc., a Delaware corporation with an office and place of business at 52-16 Barnett Avenue, Long Island City, New York 11104 ("Assignor").

WHEREAS, Assignor is the owner of and has adopted and is using trademark registration number 2,840,547 for the mark **Stevies By Steve Madden** in International Class 25 hereto (the "Mark");

WHEREAS, Steven Madden Ltd., a Delaware corporation with an office and place of business at 52-16 Barnett Avenue, Long Island City, New York 11104 ("Assignee") wishes to acquire Assignor's right, title, and interest in and to the Mark together with the goodwill of the business in connection with which the Mark is used; and,

WHEREAS, Assignor wishes to assign the Mark together with the goodwill of the business in connection with which the Mark is used to Assignee.

NOW, THEREFORE, in consideration of the sum of Ten Dollars (\$10.00) and other good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby sell, grant, assign, transfer, convey and deliver to Assignee all of it's right, title and interest in and to the Mark together with the goodwill of the business in connection with which said Mark is used including the subject matter of all claims which may be obtained therefrom for Assignee's own use and enjoyment, and for the use and enjoyment of Assignee's successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by said Assignor if this assignment had not been made.

Assignor authorizes and requests the Commissioner of Patents and Trademarks to record Assignee as the owner of the entire right, title and interest in and to the Mark, for the sole use and enjoyment of the Assignee, its successors, assigns or other legal representatives.

Assignor warrants and represents that the Mark has not been previously assigned or encumbered in any manner and that it is free and clear of all liens and claims.

Assignor shall further render such other assistance as may be reasonably required by Assignee to record his ownership rights of the Mark in the United States.

IN WITNESS THEREOF, the Assignor has caused this assignment to be signed and executed on the date and year first written above.

By:   
*Authorized Signatory*