

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM323815

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Stevies, Inc.		11/20/2014	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Steven Madden Ltd.		
Street Address:	52-16 Barnett Avenue		
City:	Long Island City		
State/Country:	NEW YORK		
Postal Code:	11104		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2856159	STEVIES	
Registration Number:	2884584	STEVIES BY STEVE MADDEN	
CORRESPONDENCE DATA			
Fax Number:	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>			
Phone:	212-472-6262		
Email:	arlatifi@tuckerlatifi.com		
Correspondent Name:	Ali R. Latifi		
Address Line 1:	160 East 84th Street		
Address Line 2:	Suite 5E		
Address Line 4:	New York, NEW YORK 10028		
NAME OF SUBMITTER:	Ali R. Latifi		
SIGNATURE:	/Ali R. Latifi/		
DATE SIGNED:	11/20/2014		
Total Attachments: 2			
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U.S. Trademark Assignment

ASSIGNMENT made this 20th day of November 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 numbers 2,856,159 and 2,884,584 for the marks STEVIES in International Class 25 & STEVIES BY STEVE MADDEN in International Class 18 identified hereto as (the "Marks");

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 Marks together with the goodwill of the business in connection with which the Marks are used; and,

WHEREAS, Assignor wishes to assign the Marks together with the goodwill of the business in connection with which the Marks are 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 its right, title and interest in and to the Marks together with the goodwill of the business in connection with which said Marks are 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 Marks, for the sole use and enjoyment of the Assignee, its successors, assigns or other legal representatives.

Assignor warrants and represents that the Marks have 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 Marks 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