

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM326013

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Rufener Brand Management AG		12/10/2014	CORPORATION: SWITZERLAND
RECEIVING PARTY DATA			
Name:	SFXE IP, LLC		
Street Address:	430 Park Avenue		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10022		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Serial Number:	85584217	NATURE ONE	
Serial Number:	85584307	NATURE ONE	
Serial Number:	85640419	MAYDAY	
CORRESPONDENCE DATA			
Fax Number:			
<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:	2125215432		
Email:	mpikser@reedsmith.com		
Correspondent Name:	Meredith D. Pikser		
Address Line 1:	599 Lexington Avenue		
Address Line 4:	New York, NEW YORK 10022		
NAME OF SUBMITTER:	Meredith D. Pikser		
SIGNATURE:	/meredith d. pikser/		
DATE SIGNED:	12/12/2014		
Total Attachments: 3			
source=Rufener Assign#page1.tif			
source=Rufener Assign#page2.tif			
source=Rufener Assign#page3.tif			

CH \$90.00 85584217

TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT (this "**Assignment**"), dated as of December 10, 2014, is made and entered into by and between Rufener Brand Management AG, a Swiss Corporation ("**Assignee**"), and SFXE IP, LLC, a Delaware limited liability company ("**Assignor**").

WHEREAS, Assignee desires to acquire from Assignor, and Assignor desires to assign to Assignee, Assignor's rights in the Trademarks set forth in Schedule A.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, and intending to be legally bound, the parties hereto hereby agree as follows:

1. Assignor hereby sells, assigns, transfers, conveys and sets over to Assignee the entire right, title, interest in, to and under the Trademarks set forth in Schedule A, to be held and enjoyed by Assignee, its successors, assigns and other legal representatives, as fully and completely as the same would have been held by Assignor if this assignment had not been made. Without limiting the generality of the foregoing, Assignor hereby sells, assigns, transfers, conveys and sets over unto Assignee any and all causes of action and rights to bring suit for past infringement of the Trademarks set forth in Schedule A.

2. Assignor hereby represents and warrants that no assignment, sale, agreement or encumbrance has been or will be made or entered into that would conflict with this Assignment.

3. Assignor hereby authorizes and requests any official throughout the world whose duty it is to register and record ownership in intellectual property rights, including the Patent and Trademark Office of the United States, to record Assignee as the assignee and owner of the Trademark.

4. Upon reasonable notice given by Assignee, Assignor hereby agrees to execute and deliver at a future date any additional documents that Assignee determines may be necessary or desirable, or that may be required under federal or state law, to preserve and protect, and to perfect Assignee's ownership of, the Trademarks as set forth in Schedule A.

5. Assignor hereby grants to Assignee a power of attorney (which power is hereby acknowledged to be coupled with an interest and irrevocable) and appoints Assignee to serve as its agent and attorney-in-fact, with powers of substitution, in each case for the limited purposes of executing and delivering such documents and doing such acts in Assignor's place and stead as Assignor would otherwise be obligated to do pursuant to paragraph 4 above.

[Signature Page Follows.]

IN WITNESS WHEREOF, Assignor and Assignee have caused this Trademark Assignment to be executed and delivered by their duly authorized officers and agents effective as of the date first set forth above.

ASSIGNOR:

Rufener Brand Management AG

By: Shelly Ginkel
Name: Shelly Finkel
Title: President

ASSIGNEE:

SFXE IP LLC

By: Shelly Ginkel
Name: Shelly Finkel
Title: President

SCHEDULE A

TRADEMARKS

Mark	Registration No.	Application No.	Jurisdiction
NATURE ONE (and design)		85584217	United States
NATURE ONE		85584307	United States
MAYDAY		85640419	United States