

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM327678

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
PLV Studio, Inc.		12/24/2014	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	Millennial Brands LLC		
Street Address:	2000 Crow Canyon Place, Suite 300		
City:	San Ramon		
State/Country:	CALIFORNIA		
Postal Code:	94583		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 11			
Property Type	Number	Word Mark	
Serial Number:	85148657	PLV STUDIO	
Serial Number:	85760474	POUR LA VICTOIRE	
Serial Number:	85760932	KD KELSI DAGGER	
Serial Number:	86024642	KELSI DAGGER BROOKLYN	
Serial Number:	86024648	KDB ·	
Registration Number:	3944921	KELSI DAGGER	
Registration Number:	3901023	POUR LA VICTOIRE	
Registration Number:	4549190	PLVLP	
Registration Number:	4110422		
Registration Number:	4546042	POUR LA VICTOIRE	
Registration Number:	4364165	KD KELSI DAGGER	
CORRESPONDENCE DATA			
Fax Number:	4159953434		
<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:	415/995-5081		
Email:	ipfilings@hansonbridgett.com		
Correspondent Name:	Hanson Bridgett LLP		
Address Line 1:	425 Market Street, 26th Floor		
Address Line 4:	San Francisco, CALIFORNIA 94105		

CH \$290.00 85148657

TRADEMARK

ATTORNEY DOCKET NUMBER:	28093.1
NAME OF SUBMITTER:	Garner K. Weng
SIGNATURE:	/gkw/
DATE SIGNED:	12/31/2014

Total Attachments: 8

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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT ("Assignment") is entered into as of December 24, 2014 by and between **PLV Studio, Inc.**, a corporation duly organized and existing under the laws of the State of New York ("Assignor"), located at Penthouse 10 West 33rd Street New York, New York 10001 and **Millennial Brands LLC**, a limited liability Company organized and existing under the laws of the State of Delaware ("Assignee"), located at 2000 Crow Canyon Place Suite 300 San Ramon, California 94583.

WHEREAS, Assignor is the owner of the trademarks and associated registrations and applications listed in the attached Exhibit (the "Trademarks"); and

WHEREAS, Assignor wishes to assign the Trademarks, the business with which the Trademarks are associated, and the goodwill represented by the Trademarks to Assignee and Assignee is desirous of acquiring such Trademarks, business and goodwill.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns to Assignee and Assignee hereby accepts all of Assignor's right, title and interest in and to the Trademarks, together with the business with which the Trademarks are associated and the goodwill represented by the Trademarks.

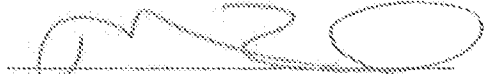
This Assignment shall be binding upon the parties, their successors and/or assigns and all others acting by, through, with or under their direction, and all those in privity therewith.

[REMAINDER OF PAGE INTENTIONALLY LEFT BLANK]

IN WITNESS WHEREOF, the parties have entered into this Assignment as of the date first written above.

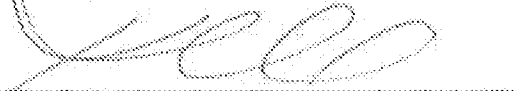
ASSIGNOR:

PLV STUDIO, INC.


Signature

Robin Teal, Treasurer

Print Name and Title


Signature

Kara M. Roell, Secretary

Print Name and Title

ASSIGNEE:

MILLENNIAL BRANDS LLC

Signature

Scott Briskie, Chief Financial Officer

Print Name and Title

NOTARY SEAL TO BE ATTACHED

[Signature Page to Trademark Assignment]

IN WITNESS WHEREOF, the parties have entered into this Assignment as of the date first written above.

ASSIGNOR:

PLV STUDIO, INC.

.....
Signature

David G. Baram, President

.....
Print Name and Title

.....
Signature


Kara M. Roell, Secretary

.....
Print Name and Title

.....
Signature

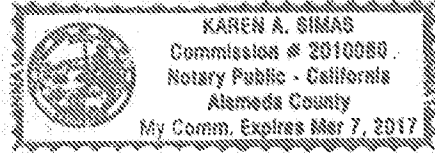
ASSIGNEE:

MILLENNIAL BRANDS LLC

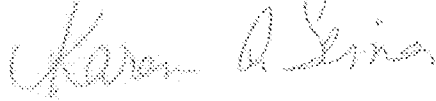

.....
Signature

Scott Briskie, Chief Financial Officer

.....
Print Name and Title



NOTARY SEAL TO BE ATTACHED



[Signature Page to Trademark Assignment]

TRADEMARK
REEL: 005432 FRAME: 0802

EXHIBIT
Trademark Assignment

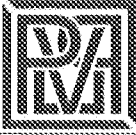

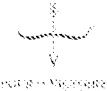

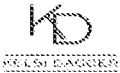


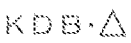

MARK	APPLICATION NO / REGISTRATION NO.	COUNTRY
PLV STUDIO	App. No. 85/148,857	United States
KELSI DAGGER	Reg. No. 3,944,921	United States
POUR LA VICTOIRE	Reg. No. 3,901,023	United States
	Reg. No. 4,549,190	United States
	Reg. No. 4,110,422	United States
	Reg. No. 4,546,042	United States
	App. No. 85/760,474	United States
	App. No. 85/760,932	United States
	Reg. No. 4,364,165	United States
	App. No. 86/024,642	United States
	App. No. 86/024,648	United States
KELSI DAGGER	App. No. 830828214	Brazil
KELSI DAGGER	App. No. 830828249	Brazil
KELSI DAGGER	App. No. 830828290	Brazil
POUR LA VICTOIRE	App. No. 830766758	Brazil
POUR LA VICTOIRE	App. No. 830766740	Brazil
POUR LA VICTOIRE	Reg. No. 830766731	Brazil
POUR LA VICTOIRE	App. No. 1450078	Canada
KELSI DAGGER	App. No. 1450080	Canada
KELSI DAGGER	App. No. 8670088	China
KELSI DAGGER	Reg. No. 8670089	China
KELSI DAGGER	Reg. No. 8670090	China
KELSI DAGGER	App. No. 10322216	China
POUR LA VICTOIRE	Reg. No. 8670091	China
POUR LA VICTOIRE	Reg. No. 8670092	China
POUR LA VICTOIRE	Reg. No. 8670093	China
POUR LA VICTOIRE	Reg. No. 7359841	China
POUR LA VICTOIRE	App. No. 12567858	China
POUR LA VICTOIRE	App. No. 12567859	China
KELSI DAGGER	Reg. No. 008503476	European Union
POUR LA VICTOIRE	Reg. No. 008503501	European Union
POUR LA VICTOIRE	Reg. No. 1633522	Hong Kong

EXHIBIT
Trademark Assignment

MARK	APPLICATION NO / REGISTRATION NO.	COUNTRY
POUR LA VICTOIRE	App. No. D00 2014 031700	Indonesia
POUR LA VICTOIRE	App. No. D00 2014 031702	Indonesia
POUR LA VICTOIRE	Reg. No. 5610210	Japan
POUR LA VICTOIRE	Reg. No. 40-1042475	Korea
POUR LA VICTOIRE	App. No. T13056031	Singapore
POUR LA VICTOIRE	Reg. No. 01633522	Taiwan
	App. No. 2011/78998	Turkey

CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT

CIVIL CODE § 1189

A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document.

State of California)

County of SAN FRANCISCO)

On DECEMBER 24, 2014 before me, EMILY ANN ROTHE, NOTARY PUBLIC

Date

Here Insert Name and Title of the Officer

personally appeared

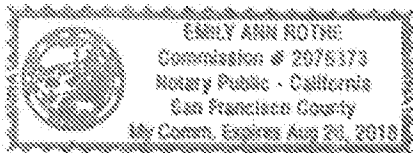
Robin Tsai, TREASURER

Name(s) of Signer(s)

who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.



Signature Emily Ann Rothe
Signature of Notary Public

Place Notary Seal Above

OPTIONAL

Though this section is optional, completing this information can deter alteration of the document or fraudulent reattachment of this form to an unintended document.

Description of Attached Document

Title or Type of Document: Sign page to Trademark Assignment Document Date: _____

Number of Pages: _____ Signer(s) Other Than Named Above: _____

Capacity(ies) Claimed by Signer(s)

Signer's Name: ROBIN TSAI

Corporate Officer -- Title(s): TREASURER

Partner -- Limited General

Individual Attorney in Fact

Trustee Guardian or Conservator

Other: _____

Signer is Representing: _____

Signer's Name: _____

Corporate Officer -- Title(s): _____

Partner -- Limited General

Individual Attorney in Fact

Trustee Guardian or Conservator

Other: _____

Signer is Representing: _____

CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT

CIVIL CODE § 1186

A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document.

State of California)
County of SAN FRANCISCO)

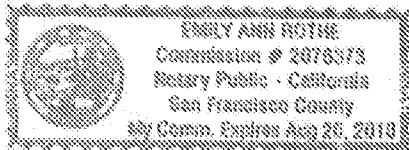
On DECEMBER 24, 2014 before me, EMILY ANN ROTHE, NOTARY PUBLIC
Date *Write Insert Name and Title of the Officer*

personally appeared KARA M. ROELL, SECRETARY
Name(s) of Signer(s)

who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.



Signature Emily Ann Rothe
Signature of Notary Public

Place Notary Seal Above

OPTIONAL

Though this section is optional, completing this information can deter alteration of the document or fraudulent reattachment of this form to an unintended document.

Description of Attached Document
Title or Type of Document: Sig page to Trademark Assignment Document Date: _____
Number of Pages: _____ Signer(s) Other Than Named Above: _____

Capacity(ies) Claimed by Signer(s)
Signer's Name: KARA M. ROELL Signer's Name: _____
 Corporate Officer — Title(s): SECRETARY Corporate Officer — Title(s): _____
 Partner — Limited General Partner — Limited General
 Individual Attorney in Fact Individual Attorney in Fact
 Trustee Guardian or Conservator Trustee Guardian or Conservator
 Other: _____ Other: _____
Signer Is Representing: _____ Signer Is Representing: _____

CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT

CIVIL CODE § 1180

State of California

County of Contra Costa

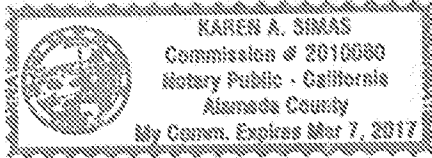
On Dec 23 2014 before me, Karen A Simas Notary Public

personally appeared Scott E Briskie

who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.



Signature: Karen A Simas

Place Notary Seal Above

OPTIONAL

Though the information below is not required by law, it may prove valuable to persons relying on the document and could prevent fraudulent removal and reattachment of this form to another document.

Description of Attached Document

Title or Type of Document: Trademark Assignment

Document Date: Dec 23, 2014 Number of Pages: 3 copies

Signer(s) Other Than Named Above:

Capacity(ies) Claimed by Signer(s)

Signer's Name:

Corporate Officer -- Title(s):

Individual

Partner -- Limited General

Attorney in Fact

Trustee

Guardian or Conservator

Other:

Signer is Representing: