

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM329295

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
SC Licensing, LLC		11/28/2014	LIMITED LIABILITY COMPANY: CALIFORNIA
RECEIVING PARTY DATA			
Name:	RA Licensing, LLC		
Street Address:	5420 West 83rd Street		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90045		
Entity Type:	LIMITED LIABILITY COMPANY: CALIFORNIA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	77848407	RACHEL ASHWELL SHABBY CHIC COUTURE	
Serial Number:	77848438	RACHEL ASHWELL SHABBY CHIC COUTURE	
CORRESPONDENCE DATA			
Fax Number:	3102283953		
<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:	310.228.3700		
Email:	rwalsh@smrh.com		
Correspondent Name:	Jill M. Pietrini, Esq.		
Address Line 1:	1901 Avenue of the Stars, Suite 1600		
Address Line 4:	Los Angeles, CALIFORNIA 90067		
ATTORNEY DOCKET NUMBER:	36BW-195413-015,-016		
NAME OF SUBMITTER:	Jill M. Pietrini, Esq.		
SIGNATURE:	//jmp//		
DATE SIGNED:	01/16/2015		
Total Attachments: 1			
source=Assignment to RA Licensing, LLC#page1.tif			

CH \$65.00 77848407

**ASSIGNMENT OF TRADEMARK AND
THE UNITED STATES APPLICATIONS THEREFOR**

This assignment is made by and between SC Licensing, LLC, a California limited liability company, having a principal place of business at 5420 West 83rd Street, Los Angeles, California 90045 (hereinafter "Assignor"), and RA Licensing, LLC, a California limited liability company, having a principal place of business at 5420 West 83rd Street, Los Angeles, California 90045 (hereinafter "Assignee").

WHEREAS, Assignor has an intent to use the trademark identified below, and has filed applications to register the trademark based on its intent to use the trademark for those goods and services listed in the United States trademark applications identified below (hereinafter the "Mark" and "Applications", respectively). Assignor has filed a Statement of Use under 15 U.S.C. § 1051(b)(1)(d) for Application Serial No. 77/848,407.

Mark	Classes	App. No.	Filing Date
RACHEL ASHWELL SHABBY CHIC COUTURE	11, 18, 20 & 24	77/848,407	10/14/09
RACHEL ASHWELL SHABBY CHIC COUTURE	25, 27 & 35	77/848,438	10/14/09


WHEREAS, Assignor is assigning the Mark and the Applications to Assignee as part of the entire business or portion thereof to which the Mark pertain as required by 15 U.S.C. § 1060.

WHEREAS, Assignee, the successor of the ongoing and existing business or portion thereof of Assignor's business to which the Mark pertain, is desirous of acquiring the Mark and the Applications, including the goodwill associated with the ongoing and existing business, the Mark and any and all claims, demands, and causes of action for infringement, of the Mark, past, present, and future, and all of the proceeds from the foregoing.

NOW, THEREFORE, in consideration of good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in the United States and in any other country in the world in and to the Mark and the Applications, together with the goodwill of the business symbolized by the Mark, and any and all claims, demands, and causes of action for infringement of the Mark, past, present, and future, and all of the proceeds from the foregoing.

Signed at Los Angeles, California, effective this 28th day of November, 2014.

SC LICENSING, LLC



Rachel Ashwell
Sole Member

SMRH:429142020.1