

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM330551

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	Partial Assignment of Registration with Respect to Classes 18 and 25 only		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Back Beat, Inc.		01/05/2015	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	E.S. Originals, Inc.		
Street Address:	440 Ninth Avenue, 7th Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10001		
Entity Type:	CORPORATION: NEW YORK		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3545440		
CORRESPONDENCE DATA			
Fax Number:	2129491690		
<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:	2126973750		
Email:	mws@kirschsteinlaw.com		
Correspondent Name:	Martin W. Schiffmiller		
Address Line 1:	425 Fifth Avenue, 5th Floor		
Address Line 4:	New York, NEW YORK 10016-2223		
ATTORNEY DOCKET NUMBER:	PARTIAL TM ASSIGNMENT		
NAME OF SUBMITTER:	Martin W. Schiffmiller		
SIGNATURE:	/Martin W. Schiffmiller/		
DATE SIGNED:	01/30/2015		
Total Attachments: 1			
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Partial Trademark Assignment

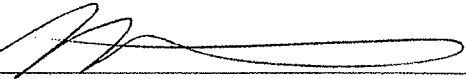
WHEREAS Back Beat, Inc., a California corporation ("Assignor"), owns all right, title and interest in and to the Fanciful Design of a Girl's Face (the "Mark"), registered under United States Trademark Registration No. 3545440 for goods in International Classes 3, 18 and 25, together with the goodwill symbolized by the Mark and the registration thereof; and

WHEREAS E.S. Originals, Inc., a New York corporation ("Assignee"), desires to acquire by formal, recordable assignment the right, title and interest in and to the Mark in Classes 18 and 25 and the portion of U.S. Registration No. 3545440 relating to Classes 18 and 25 together with the goodwill symbolized by the Mark for goods in said classes, and Assignor desires to grant such partial assignment;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all right, title and interest in and to the Mark in Classes 18 and 25 and the portion of U.S. Trademark Reg. No. 3545440 which pertains to said classes, together with the goodwill symbolized by the Mark for goods in said classes.

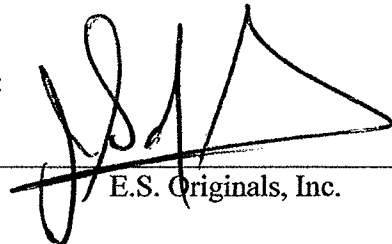
AGREED TO AND ACCEPTED BY ASSIGNOR:

Dated: 1/5, 2015

By: 
Back Beat, Inc.

AGREED TO AND ACCEPTED BY ASSIGNEE:

Dated: Jan 5, 2015

By: 
E.S. Originals, Inc.