

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM334331

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	NUNC PRO TUNC ASSIGNMENT		
<b>EFFECTIVE DATE:</b>	01/10/2015		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
George Moringer		02/26/2015	INDIVIDUAL: AUSTRIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	George Loves, Inc.		
<b>Street Address:</b>	45 Rockefeller Plaza Ste 2000		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10111		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4581568	GEORGE LOVES	
<b>Serial Number:</b>	85803855	GEORGE LOVES	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2063599000		
<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>			
<b>Phone:</b>	206-359-8000		
<b>Email:</b>	pctrademarks@perkinscoie.com		
<b>Correspondent Name:</b>	John P. Halski, Perkins Coie LLP		
<b>Address Line 1:</b>	1201 Third Avenue, Suite 4900		
<b>Address Line 4:</b>	Seattle, WASHINGTON 98101		
<b>ATTORNEY DOCKET NUMBER:</b>	114351-4000		
<b>NAME OF SUBMITTER:</b>	John P. Halski of Perkins Coie LLP		
<b>SIGNATURE:</b>	/John P. Halski/		
<b>DATE SIGNED:</b>	03/06/2015		
<b>Total Attachments: 3</b>			
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## TRADEMARK ASSIGNMENT AGREEMENT

This Trademark Assignment Agreement (the "Agreement"), effective as of January 10, 2015 (the "Effective Date"), is by and among George Moringe, an individual residing in New York, New York ("Assignor") on the other hand and George Loves, Inc., a Delaware corporation having a principal place of business at 45 Rockefeller Plaza STE 2000 New York, New York 10111, a wholly owned subsidiary of FREEEP GmbH ("FREEEP"), a private company having a principal place of business at Neubaugasse 8/1/1, Vienna 1070, Austria (collectively "Assignee") on the other hand.

WHEREAS, Assignor represents that it is the sole and exclusive owner of all rights, title and interest in and to the trademark GEORGE LOVES, used on and in connection with clothing and offering retail services in connection therewith, including without limitation the goodwill associated therewith, all common law rights therein, and the application and registration listed on the attached Schedule A (collectively, the "Mark");

WHEREAS, since January 31, 2013, Assignee has been the exclusive licensee of the Mark for business activities including without limitation clothing goods and offering retail services in connection therewith, with the quality of said goods and services under the exclusive control of Assignor, who is the president and sole owner of Assignee; and

WHEREAS, the parties wish to assign to Assignee all of Assignor's rights, titles and interests in and to the Mark *nunc pro tunc* as of the Effective Date;

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

1. The WHEREAS clauses set forth above are incorporated and made substantive provisions of this Agreement.
2. Assignor absolutely and irrevocably assigns to Assignee, and its successors and assigns, *nunc pro tunc* as of the Effective Date, all of its rights, title and interest in and to the Mark, including without limitation all common law rights in said Mark, the goodwill of

the business symbolized by said Mark, the registration and application set forth on Schedule A, and the right to commence an action and recover for past, present and future infringements of the Mark anywhere in the world.

IN WITNESS WHEREOF, Assignor has caused this Agreement to be executed and delivered *nunc pro tunc* as of the Effective Date.

~~ASSIGNOR: GEORGE MORINGER~~

~~\_\_\_\_\_ 2/26/15~~

ACCEPTANCE OF ASSIGNMENT

Assignee hereby accepts the assignment of the Mark, and hereby confirms this acceptance *nunc pro tunc* as of the Effective Date.

ASSIGNEE: GEORGE LOVES, INC.

Signed: \_\_\_\_\_

~~\_\_\_\_\_ 2/26/15~~

By: ~~George Moringer~~

Title: ~~President~~

**SCHEDULE A**  
**TRADEMARK APPLICATIONS AND REGISTRATIONS**

<b>Country</b>	<b>Trademark</b>	<b>Registration (Application No.)</b>	<b>Registration (Application Date)</b>
United States	<b>GEORGE LOVES</b>	4581568	Aug. 05, 2014
United States	<b>GEORGE LOVES</b>	(85803855)	(Dec. 16, 2012)