

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM335532

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Social Awearness Clothing Company, Inc.		03/18/2015	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	KENNETH COLE PRODUCTIONS (LIC), LLC		
Street Address:	603 W. 50th Street		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10019		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2286136	SOCIAL AWEARNNESS	
CORRESPONDENCE DATA			
Fax Number:	2122261995		
<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:	212-226-7700		
Email:	trademarks@yeellp.com		
Correspondent Name:	Mary A. Donovan		
Address Line 1:	161 Avenue of the Americas		
Address Line 2:	Suite 1201		
Address Line 4:	New York, NEW YORK 10013		
NAME OF SUBMITTER:	Samantha Butler		
SIGNATURE:	/sbutler/		
DATE SIGNED:	03/18/2015		
Total Attachments: 3			
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ASSIGNMENT OF TRADEMARK AND POWER OF ATTORNEY

WHEREAS, SOCIAL AWEARNESS CLOTHING COMPANY, INC., a California corporation with an address at 1825 Stanford Street, Santa Monica, California 90404 ("Assignor") owns all right, title and interest in an to the trademark and the United States trademark registration, and all common law rights associated therewith (the "Trademark"), as set forth in **Schedule 1** hereto and incorporated herein, and the goodwill associated therewith;

WHEREAS, Assignor entered into that certain SETTLEMENT AGREEMENT AND ASSIGNMENT dated as of March 17, 2015 (the "Agreement");

WHEREAS, in accordance and consistent with the terms of the Agreement, Assignor agreed to assign the Trademark and the goodwill associated therewith to **KENNETH COLE PRODUCTIONS (LIC), LLC** ("Assignee") and to execute such documents and instruments of assignment as necessary to evidence such assignment of the Trademark to Assignee;

NOW, THEREFORE, in consideration of the mutual covenants and agreements set forth herein, and for other good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, the parties hereto agree as follows:

Assignor hereby irrevocably conveys, transfers, assigns, and delivers to Assignee all of Assignor's right, title and interest of whatever kind in and to the Trademark, as set forth on Schedule 1 hereto, together with the goodwill of the business associated therewith.

Assignor further hereby agrees that Assignee shall have the right to record this instrument of assignment in the United States Patent and Trademark Office so as to establish Assignee as owner of record of the Trademark.

Without limiting the foregoing, the rights assigned herein shall include any causes of action or claims that have occurred or will occur, in connection with any of the rights assigned herein.

Assignor further hereby revokes all previous powers of attorney related to the Trademark as set forth on Schedule 1 hereto and appoints Assignee, with full power of substitution and revocation vested in Assignee, to prepare and execute on Assignor's behalf, any documents necessary or required by the United States Patent and Trademark Office in connection with and to demonstrate Assignor's consent to use, register, and/or attempt to register the Trademark as set forth on Schedule 1 hereto by Assignee and its successors and assigns.

Assignor further agrees, at the request of Assignee and without charge or cost to Assignee, promptly to (i) execute and have executed any and all other documents of any kind whatsoever, and to provide whatever information may be required to carry out the terms and intent of this Assignment of Trademark and Power of Attorney; and (ii) fully cooperate with Assignee, as reasonably required, to enable Assignee to duly record this instrument of

assignment with the United States Patent and Trademark Office so that Assignee's ownership of the Trademark is duly made of record, at Assignee's sole expense.

This Assignment of Trademark and Power of Attorney shall be binding upon and inure to the benefit of the parties hereto, and their heirs, successors and assigns.

IN WITNESS WHEREOF, Assignor has executed this Assignment of Trademark and Power of Attorney at Santa Monica, California on March ____, 2015.

ASSIGNOR

SOCIAL AWEARNESS CLOTHING COMPANY, INC.

By: _____

Name: _____

Its: _____

SCHEDULE 1
TRADEMARK

MARK	Registration No. & Date
SOCIAL AWEARNESS	2286136 October 12, 1999