

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM339029

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|---|---|-----------------------|--------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| The ADF Family Trust | | 04/01/2015 | TRUST: TEXAS |
| The CDF Family Trust | | 04/01/2015 | TRUST: TEXAS |
| RECEIVING PARTY DATA | | | |
| Name: | Shasa Trademarks Holding LLC | | |
| Street Address: | 1675 South State Street, Suite B | | |
| City: | Dover | | |
| State/Country: | DELAWARE | | |
| Postal Code: | 19901 | | |
| Entity Type: | LIMITED LIABILITY COMPANY: DELAWARE | | |
| PROPERTY NUMBERS Total: 4 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 4677361 | FRESH FASHION DAILY | |
| Registration Number: | 2226033 | SHASA | |
| Registration Number: | 2763116 | SHASA | |
| Registration Number: | 3483744 | SHASA | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 2062046262 | | |
| <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: | 2062046200 | | |
| Email: | docketing@bgllp.com, erin.hennessy@bgllp.com, jennifer.ashton@bgllp.com, lily.mckenzie@bgllp.com, edgar.cantu@bgllp.com | | |
| Correspondent Name: | Erin S. Hennessy | | |
| Address Line 1: | 701 Fifth Avenue, Suite 6200 | | |
| Address Line 4: | Seattle, WASHINGTON 98104 | | |
| NAME OF SUBMITTER: | Erin S. Hennessy | | |
| SIGNATURE: | /Erin S. Hennessy/ | | |
| DATE SIGNED: | 04/22/2015 | | |
| Total Attachments: 6 | | | |

OP \$115.00 4677361

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ASSIGNMENT OF TRADEMARK RIGHTS

WHEREAS, The ADF Family Trust and The CDF Family Trust ("Assignors"), Trusts created under the applicable laws of the State of Texas, have common law rights in the marks Registrations that are the subject of this assignment and as shown in the attached Exhibits and;

WHEREAS Assignors are the owners of the U.S. trademark/service mark Registrations set forth in Exhibit 1 and the Mexican Trademark Registrations set forth in Exhibit 2 and incorporated herein by reference;

WHEREAS, Shasa Trademarks Holding LLC ("Assignee"), a Delaware limited liability company with its principal place of business at 1675 South State Street, Suite B, in the City of Dover, County of Kent, in the State of Delaware, 19901, is desirous of acquiring said common law rights, registrations and the goodwill associated therewith;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignors does hereby assign unto Assignee all right, title and interest in and to the marks registrations set forth in Exhibit 1 and 2 and the goodwill appurtenant thereto.

Signed this 1ST day of APRIL, 2015.

The ADF Family Trust

By 

Name: Armando Ernesto Dollero Figueroa

Title: Trustee

The CDF Family Trust

By 

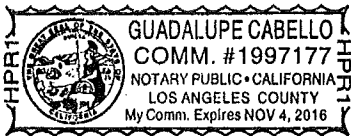
Name: Carló Dollero Figueroa

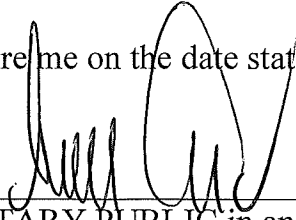
Title: Trustee

STATE OF CALIFORNIA)
)
COUNTY OF LOS ANGELES) SS.

On the 1ST day of APRIL, 2015, before me personally appeared Armando Ernesto Dollero Figueroa, the person who signed the foregoing instrument, who being by me duly sworn, acknowledged that he is the Manager of Shasa Trademarks Holding LLC, the corporation described in and which executed the foregoing instrument, that he has signed said instrument as a free act on behalf of said corporation, and that he has the authority to act on behalf of, and bind, said corporation.

SUBSCRIBED AND SWORN to before me on the date stated above.





NOTARY PUBLIC in and for the State of
CALIFORNIA, residing at LOS ANGELES
My Appointment Expires: 11/04/2016

EXHIBIT 1
UNITED STATES TRADEMARK REGISTRATIONS

| TRADEMARK | Application No. | Registration No. | Filing date | Issuance date | Next Renewal | Status | Classes |
|------------------------|-----------------|------------------|-------------|---------------|--------------|----------|-----------|
| FRESH FASHION DAILY | 86/092,842 | 4,677,361 | 16/10/2013 | 27/01/2015 | 27/01/2025 | In force | 14 |
| SHASA | 75/433,348 | 2,226,033 | 12/02/1998 | 23/02/1999 | 23/02/2019 | In force | 25 |
| SHASA | 75/912,158 | 2,763,116 | 07/02/2000 | 16/09/2003 | 16/09/2023 | In force | 35 |
| SHASA | 77/290,147 | 3,483,744 | 27/09/2007 | 12/08/2008 | 12/08/2018 | In force | 9, 14, 18 |

EXHIBIT 2
MEXICAN TRADEMARK REGISTRATIONS

| TRADEMARK | Application No. | Registration No. | Filing date | Issuance date | Next Renewal | Class |
|-----------------------------------|-----------------|------------------|-------------|---------------|--------------|-------|
| SHASA | 221776 | 488507 | 17/01/1995 | 24/04/1995 | 17/01/2025 | 25-I |
| SHASA | 265273 | 528902 | 11/06/1996 | 26/08/1996 | 11/06/2016 | 42-I |
| SHASA | 309419 | 561900 | 01/10/1997 | 30/10/1997 | 01/10/2017 | 25-I |
| SHASA | 308719 | 563116 | 25/09/1997 | 31/10/1997 | 25/09/2017 | 03-I |
| SHASA | 453695 | 686251 | 19/10/2000 | 31/01/2001 | 19/10/2020 | 18-I |
| HYPSTERS | 462167 | 693509 | 11/12/2000 | 30/03/2001 | 11/12/2020 | 42-I |
| SHASA COLLECTION (y Diseño) | 731454 | 909582 | 01/08/2005 | 23/11/2005 | 01/08/2015 | 25-I |
| SHASA | 759497 | 918632 | 09/01/2006 | 31/01/2006 | 09/01/2016 | 14-I |
| SHA SHA | 737815 | 920297 | 05/09/2005 | 22/02/2006 | 05/09/2015 | 25-I |
| S (y Diseño) | 715323 | 925688 | 02/05/2005 | 27/03/2006 | 02/05/2015 | 25-I |
| SHASA | 759499 | 928590 | 09/01/2006 | 11/04/2006 | 09/01/2016 | 09-I |
| HYPSTERS | 873422 | 1000150 | 06/08/2007 | 06/09/2007 | 06/08/2017 | 25-I |
| SH (y Diseño) | 839348 | 1029021 | 28/02/2007 | 06/03/2008 | 28/02/2017 | 35-I |
| SHASA | 925030 | 1038940 | 07/04/2008 | 30/04/2008 | 07/04/2018 | 26-I |
| SH (y Diseño) | 944307 | 1054667 | 30/06/2008 | 15/08/2008 | 30/06/2018 | 14-I |
| SHASA (y Diseño) | 926408 | 1058308 | 14/04/2008 | 29/08/2008 | 14/04/2018 | 35-I |
| SH (y Diseño) | 944310 | 1064250 | 30/06/2008 | 30/09/2008 | 30/06/2018 | 09-I |
| SH (y Diseño) | 944311 | 1074639 | 30/06/2008 | 27/11/2008 | 30/06/2018 | 26-I |
| SH (y Diseño) | 1078352 | 1158996 | 29/03/2010 | 19/05/2010 | 29/03/2020 | 09-I |
| SHASA (y Diseño) | 1078356 | 1158997 | 29/03/2010 | 19/05/2010 | 29/03/2020 | 25-I |
| SHASA (y Diseño) | 1078343 | 1159585 | 29/03/2010 | 21/05/2010 | 29/03/2020 | 09-I |
| SHASA (y Diseño) | 1078348 | 1162043 | 29/03/2010 | 03/06/2010 | 29/03/2020 | 14-I |
| SHASA (y Diseño) | 1078355 | 1162045 | 29/03/2010 | 03/06/2010 | 29/03/2020 | 18-I |
| SH (y Diseño) | 1078359 | 1162046 | 29/03/2010 | 03/06/2010 | 29/03/2020 | 14-I |
| SHASA (y Diseño) | 1078354 | 1172188 | 29/03/2010 | 02/08/2010 | 29/03/2020 | 35-I |
| SH (y Diseño) | 1078347 | 1175620 | 29/03/2010 | 25/08/2010 | 29/03/2020 | 26-I |
| SHASA (y Diseño) | 1078357 | 1175621 | 29/03/2010 | 25/08/2010 | 29/03/2020 | 26-I |