

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM341917

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Bulova Invest Ltd		05/18/2015	Limited company: VIRGIN ISLANDS, BRITISH
RECEIVING PARTY DATA			
Name:	Brand IP Licensing Limited		
Street Address:	Trident Chambers, P.O. Box 146		
City:	Road Town		
State/Country:	VIRGIN ISLANDS, BRITISH		
Entity Type:	Limited company: VIRGIN ISLANDS, BRITISH		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	85859941	SHAGAHOLIC	
Registration Number:	4480070	UPFORIT	
CORRESPONDENCE DATA			
Fax Number:	6518946801		
<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>			
Email:	sploen@ploen.com		
Correspondent Name:	Sean Ploen		
Address Line 1:	100 South Fifth Street, Suite 1900		
Address Line 4:	Minneapolis, MINNESOTA 55402		
ATTORNEY DOCKET NUMBER:	NEL - 700		
NAME OF SUBMITTER:	Sean Ploen		
SIGNATURE:	/Sean Ploen/		
DATE SIGNED:	05/19/2015		
Total Attachments: 3			
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OP \$65.00 85859941

ASSIGNMENT OF TRADEMARK RIGHTS

WHEREAS, Bulova Invest Ltd, a limited company organized and existing under the laws of the British Virgin Islands with a mailing address of 3076 Sir Francis Drake's Highway, Road Town, Tortola, British Virgin Islands (hereinafter referred to as "Assignor") is the owner of the entire right, title and interest in and to the trademarks identified on Schedule A attached hereto, together with all of the goodwill related thereto (hereinafter collectively referred to as the "Marks"); and

WHEREAS, Brand IP Licensing Limited, a limited company organized and existing under the laws of the British Virgin Islands with a mailing address of Trident Chambers, P.O. Box 146, Road Town, Tortola, British Virgin Islands (hereinafter referred to as "Assignee") is desirous of acquiring the entire right, title, and interest in and to the Marks and the goodwill associated with the Marks;

NOW, THEREFORE, in consideration of the foregoing, and other good and valuable consideration, the receipt and sufficiency of which are hereby mutually acknowledged, Assignor sells, transfers, assigns and sets over to Assignee, its successors, legal representatives and assigns, the entire right, title and interest of Assignor in and to said Marks, together with the business and all of the goodwill of the business in connection with which the aforesaid Marks has been used, and all claims, if any, which may have arisen thereunder prior to the date of this instrument, along with any pending application to register or registration for such Marks.

IN WITNESS WHEREOF, Assignor has caused this instrument to be executed,
by its duly authorized corporate officer or agent, all effective this 18th day of May, 2015.

Bulova Invest Ltd



By: Matthew Shayefar

As Attorney and Agent for Assignor Bulova Invest Ltd

NORFOLK COUNTY, COMMONWEALTH OF MASSACHUSETTS

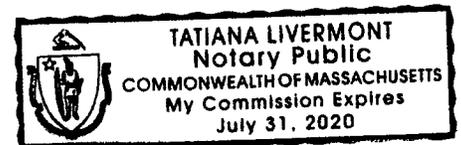
I, Tatiana Livermont, a Notary Public in and for said County and State, do hereby certify that Matthew Shayefar personally came before me this day and acknowledged that he is the Attorney of or for BULOVA INVEST LTD, and that he, being authorized to do so, has executed the foregoing on behalf of such entity.

Date: May, 18, 2015



Signature of Notary Public

(Official Seal:)



My commission expires: _____

Schedule A

<u>Mark 1</u>	<u>U.S. Serial Number</u>	<u>Application Date</u>
SHAGAHOLIC	85/859,941	February 26, 2013

<u>Mark 2</u>	<u>U.S. Registration Number</u>	<u>Registration Date</u>
UPFORIT	4480070	February 11, 2014