

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM342482

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
AOM Holding, LLC		05/26/2015	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	No Excuses Sportswear, Ltd.		
Street Address:	1411 Broadway		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10018		
Entity Type:	CORPORATION: NEW YORK		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1887226	FEMME FATALE	
CORRESPONDENCE DATA			
Fax Number:	2123368001		
<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:	212 336 8000		
Email:	ptodocket@arelaw.com		
Correspondent Name:	Holly Pekowsky, AR&E LLP		
Address Line 1:	90 Park Avenue		
Address Line 4:	New York, NEW YORK 10016		
ATTORNEY DOCKET NUMBER:	64114/60		
NAME OF SUBMITTER:	Holly Pekowsky		
SIGNATURE:	/Holly Pekowsky/		
DATE SIGNED:	05/27/2015		
Total Attachments: 2			
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TRADEMARK ASSIGNMENT

WHEREAS, AOM Holding, LLC, a Delaware limited liability company with an address at 501 7th Avenue, 12th Floor, New York, New York 10018 (“Assignor”), is the owner of all right, title and interest in the mark FEMME FATALE, as well as U.S. Registration No. 1,887,226 (collectively, “the Mark and Registration”); and

WHEREAS, No Excuses Sportswear, Ltd., a New York corporation with an address at 1411 Broadway, New York, New York 10018 (“Assignee”) is desirous of acquiring all of the right, title and interest of Assignor in and to the Mark and Registration.

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN:

Be it known that for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor as of the date hereof, does hereby assign, transfer and deliver all of its right, title and interest in and to the Mark and Registration, together with that part of the goodwill of the business of Assignor connected with the use of and symbolized by such Mark and Registration therefor, and all income, royalties, damages and payments hereafter due or payable in respect to such Mark and Registration and all causes of action (either in law or in equity) and the right to sue, counterclaim and recover for present and future infringement and/or dilution of the same, to Assignee.

Assignor hereby agrees to sign all additional lawful papers and to perform all other lawful acts which Assignee may reasonably request to make this Assignment fully effective.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be duly executed on the date which appears below.

AOM HOLDING, LLC

By:  _____

Name: Sony Shalom
Title: General Counsel

Date: May 26, 2015