

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM343167

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
FASHION LAB, LLC		05/01/2015	LIMITED LIABILITY COMPANY: CALIFORNIA
RECEIVING PARTY DATA			
Name:	ALDA HOLDINGS, LLC		
Street Address:	3025 Olympic Boulevard, Suite 300		
City:	Santa Monica		
State/Country:	CALIFORNIA		
Postal Code:	90404		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	85745843	ANCHORAGE EXPEDITION BRAND	
Serial Number:	86057113	ANCHORAGE EXPEDITION BRAND	
CORRESPONDENCE DATA			
Fax Number:	2132432539		
<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:	2132432828		
Email:	vmittongtare@jonesday.com		
Correspondent Name:	JONES DAY		
Address Line 1:	555 South Flower Street, 50th Floor		
Address Line 4:	Los Angeles, CALIFORNIA 90071		
ATTORNEY DOCKET NUMBER:	164768-600001		
NAME OF SUBMITTER:	Vichai Mittongtare		
SIGNATURE:	/Vichai Mittongtare/		
DATE SIGNED:	06/02/2015		
Total Attachments: 4			
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A S S I G N M E N T

WHEREAS, **FASHION LAB, LLC** (“Fashion Lab”), a limited liability company organized and existing under the laws of the state of California, and having an office for the transaction of business at 5023 N. Pkwy Calabasas, Calabasas, CA 91302, U.S.A., ASSIGNOR, owns the trademark “ANCHORAGE EXPEDITION BRAND” and the United States trademark applications set forth on **SCHEDULE A** attached hereto (“TRADEMARK”); and

WHEREAS, **ALDA HOLDINGS, LLC** (“Alda Holdings”), a limited liability company organized and existing under the laws of the state of Delaware, and having an office for the transaction of business at 3025 Olympic Boulevard, Suite 300, Santa Monica, CA 90404, U.S.A., ASSIGNEE, is desirous of obtaining the entire right, title and interest in, to and under the said TRADEMARK.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Fashion Lab, the ASSIGNOR, hereby assign, transfer and set over, unto Alda Holdings, the ASSIGNEE, its successors, legal representatives and assigns, its entire right, title and interest in, to and under said TRADEMARK worldwide, the application, any registration issuing there from, the good will associated therewith, and the business, which is ongoing and existing, that pertains thereto. ASSIGNEE shall be the successor in interest to said business.

ASSIGNOR HEREBY authorizes and requests the United States Commissioner for Trademarks and any Official of any country or countries foreign to the United States, whose duty is to issue trademarks or other evidence or forms of industrial property protection on aforesaid TRADEMARK, to issue the same to the said ASSIGNEE, its successors, assigns and legal representatives, in accordance with the terms of this instrument.

ASSIGNOR HEREBY covenants and agrees that it has full right to convey the entire interest

CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT

CIVIL CODE § 1189

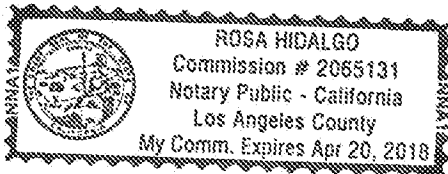
A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document.

State of California)
County of Los Angeles)
On May 1 2015 before me, Rosa Hidalgo, notary public
Date Here Insert Name and Title of the Officer
personally appeared Daisy Hsiao
Name(s) of Signer(s)

who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.



Signature [Signature]
Signature of Notary Public

Place Notary Seal Above

OPTIONAL

Though this section is optional, completing this information can deter alteration of the document or fraudulent reattachment of this form to an unintended document.

Description of Attached Document

Title or Type of Document: Assignment Document Date: 5/1/15
Number of Pages: 3 Signer(s) Other Than Named Above: _____

Capacity(ies) Claimed by Signer(s)

Signer's Name: _____
 Corporate Officer --- Title(s): _____
 Partner --- Limited General
 Individual Attorney in Fact
 Trustee Guardian or Conservator
 Other: _____
Signer Is Representing: _____

Signer's Name: _____
 Corporate Officer --- Title(s): _____
 Partner --- Limited General
 Individual Attorney in Fact
 Trustee Guardian or Conservator
 Other: _____
Signer Is Representing: _____

SCHEDULE A

Trademark	Country	Application No.	Application Date	Registration No.	Registration Date
ANCHORAGE EXPEDITION BRAND	UNITED STATES	85/745,843	October 4, 2012		
ANCHORAGE EXPEDITION BRAND	UNITED STATES	86/057,113	September 5, 2013		