

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM344331

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Those Characters From Cleveland, Inc.		06/11/2015	CORPORATION: OHIO
RECEIVING PARTY DATA			
Name:	Shortcake IP Holdings LLC		
Street Address:	1450 Broadway		
Internal Address:	3rd Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10018		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	4724431	CINNAPUP	
Registration Number:	4724432	SCOUTY	
CORRESPONDENCE DATA			
Fax Number:			
<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:	212-730-0030		
Email:	tsoinger@iconixbrand.com		
Correspondent Name:	Tracy Soinger		
Address Line 1:	Iconix Brand Group, Inc.		
Address Line 2:	1450 Broadway, 3rd Floor		
Address Line 4:	New York, NEW YORK 10018		
ATTORNEY DOCKET NUMBER:	STRAW-0000		
NAME OF SUBMITTER:	Tracy Soinger		
SIGNATURE:	/tsoinger/		
DATE SIGNED:	06/11/2015		
Total Attachments: 1			
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TRADEMARK ASSIGNMENT

This Trademark Assignment ("Assignment") is made on the 11th day of June, 2015, between Those Characters From Cleveland, Inc., an Ohio corporation with an address at One American Road, Cleveland, Ohio 44144 ("Assignor") and Shortcake IP Holdings LLC, a Delaware limited liability company with an address at 1450 Broadway, New York, New York 10018 (Assignee").

WHEREAS, Assignor has adopted, used and is using the following trademarks ("Marks") for which it owns federal registrations in the United States Patent and Trademark Office:

CINNAPUP, Registration No. 4724431, Reg. Date: April 21, 2015
SCOUTY, Registration No. 4724432, Reg. Date: April 21, 2015

WHEREAS, Assignee is desirous of acquiring said Marks and the registrations thereof;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby assign, sell, and transfer to Assignee, its successors and assigns, all of its right, title, and interest in and to said Marks and the registrations for the Marks, together with the goodwill of the business symbolized by the Marks and the registrations thereof, and all other rights which Assignor has enjoyed thereunder, including any and all rights of recovery based on past infringement of said Marks and registrations, the same to be held and enjoyed by Assignee, its successors and assigns.

IN TESTIMONY WHEREOF, Assignor and Assignee have executed this Assignment by a duly authorized officer.

THOSE CHARACTERS FROM CLEVELAND, INC.

Dated: June 11, 2015

By: 
Name: Patricia A. Motta
Title: Assistant Secretary

SHORTCAKE IP HOLDINGS LLC

Dated: 6/11/15

By: 
Name: Jason Schaefer
Title: EVP Iconix Brand Group, Inc. its Manager