

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM347168

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Bochic Holdings, LLC		07/07/2015	LIMITED LIABILITY COMPANY: NEW YORK
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	YOSEFI & YOSEFI LTD		
<b>Street Address:</b>	Hlamed ha 2		
<b>Internal Address:</b>	Apt. 24		
<b>City:</b>	Glvatiam		
<b>State/Country:</b>	ISRAEL		
<b>Postal Code:</b>	5340301		
<b>Entity Type:</b>	Limited Company: ISRAEL		
<b>PROPERTY NUMBERS Total: 4</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3491979	BOCHIC	
<b>Registration Number:</b>	4440668	BOCHIC	
<b>Registration Number:</b>	4471488	BOCHIC	
<b>Registration Number:</b>	4557606	BOHEMIAN CHIC	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2124480066		
<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>			
<b>Phone:</b>	212 448-1100		
<b>Email:</b>	ochernin@mclaughlinstern.com		
<b>Correspondent Name:</b>	Oliver R. Chernin		
<b>Address Line 1:</b>	260 Madison Avenue		
<b>Address Line 2:</b>	McLaughlin & Stern, LLP		
<b>Address Line 4:</b>	New York, NEW YORK 10016		
<b>ATTORNEY DOCKET NUMBER:</b>	51859.000		
<b>DOMESTIC REPRESENTATIVE</b>			
<b>Name:</b>	Oliver R. Chernin		
<b>Address Line 1:</b>	260 Madison Avenue		

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<b>Address Line 2:</b> McLaughlin & Stern, LLP	
<b>Address Line 4:</b> New York, NEW YORK 10016	
<b>NAME OF SUBMITTER:</b>	Oliver R. Chernin
<b>SIGNATURE:</b>	/Oliver R. Chernin/
<b>DATE SIGNED:</b>	07/08/2015
<b>Total Attachments: 1</b> source=BOCHIC HOLDINGS Assignment#page1.tif	

ASSIGNMENT OF REGISTRATION OF MARKS

WHEREAS, Bochic Holdings, LLC, a New York limited liability company, having a place of business at 12 West 57<sup>th</sup> Street, New York, NY 10019, is using and is the owner of the following trademarks registered in the United States Patent and Trademark Office:

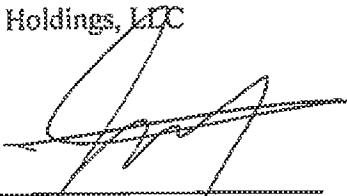
Trademark	Registration No.	Registered
bochic	3,491,979	August 26, 2008
Bochic	4,440,668	November 26, 2013
Bochic	4,471,488	January 21, 2014
BOHEMIAN CHIC	4,557,606	June 24, 2014

AND WHEREAS, YOSEFI & YOSEFI LTD, an Israeli limited company, having a place of business at Hlamed ha 2, Apt. 24, Glivataim, Israel, 5340301, is desirous of acquiring the said trademarks, the good will of the business symbolized by the trademarks, and the registrations thereof;

NOW, THEREFORE, in consideration of and in exchange for the sum of ten dollars (\$ 10.00) and other good and valuable consideration, receipt and sufficiency of which is hereby acknowledged, said Bochic Holdings, LLC, does hereby assign, transfer, and convey, unto YOSEFI & YOSEFI LTD, the entire right, title and interest in and to the said trademarks, together with the goodwill of the business symbolized by the trademarks, and the registrations thereof.

IN WITNESS WHEREOF the undersigned has executed this assignment by its duly authorized representative as of this 7 day of July, 2015.

Bochic Holdings, LLC

By:   
David Joseph, Member