

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM349113

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Moshe Laniado		07/21/2015	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Swimsuits For All, LLC		
Street Address:	2 Industrial Drive, Suites A & B		
City:	Keyport		
State/Country:	NEW JERSEY		
Postal Code:	07735		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	86586985	IT'S BETTER IN A SWIMSUIT	
CORRESPONDENCE DATA			
Fax Number:	3175363031		
<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:	317-266-3760		
Email:	intellectual.property@fbbrands.com		
Correspondent Name:	Marc S. Goldfarb		
Address Line 1:	2300 Southeastern Avenue		
Address Line 4:	Indianapolis, INDIANA 46201		
NAME OF SUBMITTER:	Marc S. Goldfarb		
SIGNATURE:	/Marc S. Goldfarb/		
DATE SIGNED:	07/24/2015		
Total Attachments: 2			
source=2015.07.21 Assign (to SFA LLC) - Blogs IT'S BETTER IN A SWIMSUIT (86586985)#page1.tif			
source=2015.07.21 Assign (to SFA LLC) - Blogs IT'S BETTER IN A SWIMSUIT (86586985)#page2.tif			

OP \$40.00 86586985

TRADEMARK ASSIGNMENT

This Trademark Assignment (this "Assignment") is made effective this 21st day of July, 2015, by and between Moshe Laniado, an individual residing at 2126 East 19th Street, Brooklyn, NY 11229 ("Assignor") and Swimsuits For All, LLC, a limited liability company organized and existing under the laws of Delaware, and having a usual place of business at Suites A & B, First Tech Plaza, 2 Industrial Drive, Cliffwood Beach, NJ 07735 ("Assignee").

WHEREAS, Assignor holds all right, title and interest in and to the trademark IT'S BETTER IN A SWIMSUIT, Ser. No. 86586985 (the "Mark");

WHEREAS, Assignor is the sole beneficial and record owner of all of the issued and outstanding capital stock of Assignee;

WHEREAS, Assignor and Assignee have entered into that certain Intellectual Property Assignment Agreement dated October 24, 2014 (the "IP Assignment Agreement"), pursuant to which Assignor assigned or agreed to assign to Assignee all of Assignor's intellectual property rights relating to Assignee's business, specifically including all such rights in trademarks and any applications and registrations therefor; and

WHEREAS, Assignor is desirous of now confirming and memorializing the assignment of the Mark to Assignee, together with the goodwill of the business symbolized thereby, and any applications and registrations therefor.

NOW, THEREFORE, in consideration of the premises set forth above and in the IP Assignment Agreement and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged:

Assignor does hereby sell, assign, convey and transfer unto Assignee and its successors, assigns and legal representatives, Assignor's entire right, title and interest in and throughout the world in and to the Mark (including any common law rights that may exist and are associated therewith), together with the goodwill of the business symbolized thereby and appurtenant thereto, the same to be held and enjoyed by Assignee, its successors, permitted assigns or legal representatives, together with income, royalties, damages or payments due on or after the date hereof, including, without limitation, all claims for damages or payments by reason of infringement or unauthorized use of the Marks, along with the right to sue for past infringements and collect same for Assignee's sole use and enjoyment.

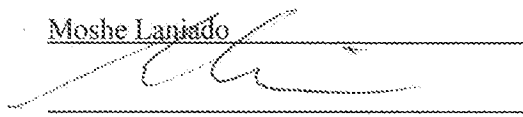
Assignor does hereby authorize the Director of the United States Patent & Trademark Office, and the empowered official of any country or countries foreign to the United States whose duty it is to record trademark registrations, applications and title thereto, to record the Mark and title thereto as the property of Assignee, its successors, assigns or legal representatives in accordance with the terms of this instrument.

Assignee and Assignor also agree that multiple copies of this Assignment may be executed, each of which will be deemed an original, and each of which will be valid and binding upon Assignee and Assignor.

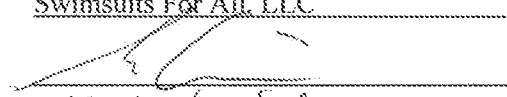
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IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment to be executed as a sealed instrument by their duly authorized representatives as of the date first written above.

ASSIGNOR: Moshe Laniado

Signature: 

ASSIGNEE: Swimsuits For All LLC

Signature: 

Name: Moshe Laniado

Title: President

[Signature Page to Trademark Assignment]