

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM356140

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Haute Hippie US Licensing LLC		09/21/2015	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Haute Hippie House, LLC		
Street Address:	5 Revere Drive		
Internal Address:	c/o Hilco Brands, LLC Suite 206		
City:	Northbrook		
State/Country:	ILLINOIS		
Postal Code:	60062		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 11			
Property Type	Number	Word Mark	
Registration Number:	4456525	HH HAUTE HIPPIE	
Registration Number:	4467733	HAUTE HIPPIE	
Registration Number:	4430096	HAUTE HIPPIE	
Registration Number:	4641529	HAUTE HOODIE	
Registration Number:	4223435	HAUTE HIPPIE	
Registration Number:	4108604	HAUTE HIPPIE	
Registration Number:	4108603	HH HAUTE HIPPIE	
Registration Number:	3963097	HHN	
Registration Number:	3766849	HH HAUTE HIPPIE	
Registration Number:	3751566	HAUTE HIPPIE NUDE	
Registration Number:	3651794	HAUTE HIPPIE	
CORRESPONDENCE DATA			
Fax Number:	3128622200		
<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:	312-862-8738		
Email:	michelle.nowicki@kirkland.com		
Correspondent Name:	Michelle Nowicki		

CH \$290.00 4456525

Address Line 1: 300 North LaSalle Street
Address Line 2: Kirkland & Ellis LLP
Address Line 4: Chicago, ILLINOIS 60654

ATTORNEY DOCKET NUMBER: 24425-4 MN

NAME OF SUBMITTER: Michelle Nowicki

SIGNATURE: /MICHELLE NOWICKI/

DATE SIGNED: 09/24/2015

Total Attachments: 4

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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this "Assignment") is made and entered into as of September 21, 2015 ("Effective Date") by and between **Haute Hippie US Licensing LLC**, a Delaware limited liability company ("Assignor"), and **Haute Hippie House, LLC**, a Delaware limited liability company, ("Assignee").

WHEREAS, Assignor and Assignee are parties to that certain Asset Purchase Agreement, dated as of September 21, 2015, by and between Haute Hippie House, LLC, Haute Hippie Holdings, LLC, and Patricia Wescoat Pound ("Agreement");

WHEREAS, pursuant to the Agreement, Assignor wishes to assign to Assignee, and Assignee wishes to acquire from Assignor, trademark registrations and applications for trademarks registrations set forth on Schedule A attached hereto, in each case, together with the goodwill of the business associated therewith (collectively, the "Marks"); and

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns, transfers and sets over to Assignee its entire right, title and interest in and to the Marks, including, without limitation, any registrations and applications therefor, any renewals and extensions of the registrations, and all other corresponding rights that are or may be secured under the laws of the United States, now or hereafter in effect, for Assignee's own use and enjoyment, and for the use and enjoyment of Assignee's successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment had not been made, together with all income, royalties or payments due or payable commencing as of the Effective Date or thereafter, including, without limitation, all claims for damages by reason of past, present or future infringement or other unauthorized use of the Marks, with the right to sue for, and collect the same for Assignee's own use and enjoyment and for the use and enjoyment of its successors, assigns or other legal representatives.

This Assignment is executed and delivered pursuant to the terms of the Agreement and nothing contained herein shall be deemed in any way to supersede, amend, rescind, waive, expand, or in any other way affect the provisions, including the representations, warranties, exceptions, covenants and agreements of any of the parties thereunder, and, to the extent of any ambiguity or conflict between the terms and conditions of this Assignment and the terms and conditions of the Agreement, the terms and conditions of the Agreement shall govern.

Assignor hereby requests the Commissioner of Patents and Trademarks to record Assignee as the assignee and owner of the Marks.

* * * * *

IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment to be executed by their duly authorized representatives as of the Effective Date.

Haute Hippie US Licensing LLC

Haute Hippie House, LLC

X Signature: 

X Signature: _____

Name: PATRICIA WESCOT POUND

Name: _____

Title: MANAGER

Title: _____

IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment to be executed by their duly authorized representatives as of the Effective Date.

Haute Hippie US Licensing LLC

Signature: _____

Name: _____

Title: _____

Haute Hippie House, LLC

Signature:  _____

Name: ERIC KALUP _____

Title: Secretary _____

SCHEDULE A

TRADEMARK REGISTRATIONS

Current Owner of Record	Mark	Jurisdiction	Serial No./ Filing Date	Registration No./ Registration Date
Haute Hippie US Licensing LLC	HH HAUTE HIPPIE (Stylized)	U.S.	85/825666 1/17/2013	4456525 12/24/2013
Haute Hippie US Licensing LLC	HAUTE HIPPIE	U.S.	85/825668 1/17/2013	4467733 1/14/2014
Haute Hippie US Licensing LLC	HAUTE HIPPIE	U.S.	85/980095 10/10/2011	4430096 11/5/2013
Haute Hippie US Licensing LLC	HAUTE HOODIE	U.S.	85/443265 10/10/2011	4641529 11/18/2014
Haute Hippie US Licensing LLC	HAUTE HIPPIE	U.S.	85/977469 10/10/2011	4223435 10/9/2012
Haute Hippie US Licensing LLC	HAUTE HIPPIE	U.S.	85/377759 7/21/2011	4108604 3/6/2012
Haute Hippie US Licensing LLC	HH HAUTE HIPPIE (Stylized)	U.S.	85/377753 7/21/2011	4108603 3/6/2012
Haute Hippie US Licensing LLC	HHN (Stylized)	U.S.	77/955527 3/10/2010	3963097 5/17/2011
Haute Hippie US Licensing LLC	HH HAUTE HIPPIE (Stylized)	U.S.	77/800511 8/10/2009	3766849 3/30/2010
Haute Hippie US Licensing LLC	HAUTE HIPPIE NUDE	U.S.	77/741849 5/21/2009	3751566 2/23/2010
Haute Hippie US Licensing LLC	HAUTE HIPPIE	U.S.	77/219478 6/29/2007	3651794 7/7/2009