

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM358682

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>SEQUENCE:</b>	2		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
JW Holdings, LLC		09/16/2015	LIMITED LIABILITY COMPANY: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Johnny Was, LLC		
<b>Street Address:</b>	2423 E 23rd Street		
<b>City:</b>	Los Angeles		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	90058		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4727118	PETE & GRETA	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>	2138915031		
<b>Email:</b>	trademark@buchalter.com		
<b>Correspondent Name:</b>	Jessie K. Reider, CA Bar No. 2371113		
<b>Address Line 1:</b>	1000 Wilshire Blvd., Suite 1500		
<b>Address Line 2:</b>	Buchalter Nemer		
<b>Address Line 4:</b>	Los Angeles, CALIFORNIA 90017		
<b>ATTORNEY DOCKET NUMBER:</b>	J6381-5001		
<b>NAME OF SUBMITTER:</b>	Jessie K. Reider, CA Bar No.237113		
<b>SIGNATURE:</b>	/jkr/		
<b>DATE SIGNED:</b>	10/14/2015		
<b>Total Attachments: 3</b>			
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## Trademark Assignment

**WHEREAS** JW Holdings, LLC (hereinafter "**Assignor**") owns the trademarks identified on Schedule A, attached hereto and incorporated by this reference (hereinafter the "**Marks**");

**WHEREAS** Assignor owns the Marks, including the pending applications, the registrations and all common law rights in and to the Marks, and desires to transfer the Marks, all goodwill associated with the Marks, the registrations and pending applications associated with the Marks and all common law rights associated with the Marks;

**WHEREAS** Johnny Was, LLC, a Delaware limited liability company (hereinafter "**Assignee**") desires to acquire all right, title and interest in and to the Marks, the goodwill symbolized by the Marks, the trademark registrations and applications, and all common law rights thereto; and

**WHEREAS** the Parties desire to memorialize the assignment of the Marks, the goodwill of the business symbolized by the Marks, the trademark applications and registrations, and all common law rights relating thereto, and all rights to recover for past infringement.

**NOW THEREFORE**, in exchange for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby sell and assign unto Assignee all right, title and interest in and to the Marks, together with the goodwill of the business symbolized by the Mark, and the trademark applications and registrations, all common law rights relating thereto, and all rights to recover for past infringement.

**AGREED TO AND ACCEPTED BY THE ASSIGNOR:**

Date: September 16, 2015

By: \_\_\_\_\_

Adi Ceelite  
JW Holdings, LLC

**AGREED TO AND ACCEPTED BY THE ASSIGNEE:**

Date: September 16, 2015

By: \_\_\_\_\_

Adi Ceelite  
Johnny Was, LLC

**Schedule A  
Trademarks**

<b>TRADEMARK</b>	<b>TERRITORY</b>	<b>REGISTRATION NO./ SERIAL NO.</b>
JOHNNY WAS		
	Australia	Registration No. 1650462
	China	Registration No. 6554942
	European Community	Registration No. 013323175
	Japan	Registration No. 5744785
	USA	Registration No. 3703891
	Korea	Application No.40- 2014- 0067181
	Canada	Application No. 1696506
PETE & GRETA		
	Australia	Registration No. 1650461
	USA	Registration No . 4727118
	Canada	Application No. 1696525
	China	Application No.15478431
	Korea	Application No. 40- 2014- 0067184

TRADEMARK	TERRITORY	REGISTRATION NO./ SERIAL NO.
4 LOVE AND LIBERTY		
	Canada	Application No. 1696516
	China	Application No. 15478430
	Korea	Application No. 40-2014-0067182
	USA	Application No. 86386060