

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM361482

SUBMISSION TYPE:	RESUBMISSION		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
RESUBMIT DOCUMENT ID:	900342945		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Celebrity Cruises Inc.		10/20/2015	CORPORATION: LIBERIA
RECEIVING PARTY DATA			
Name:	DM Luxury, LLC		
Street Address:	3280 Peachtree Rd., NE		
Internal Address:	Suite 2300		
City:	Atlanta		
State/Country:	GEORGIA		
Postal Code:	30305		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85421117	THAT'S MODERN LUXURY	
CORRESPONDENCE DATA			
Fax Number:	3127069125		
<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:	3127018623		
Email:	IPdocket@mayerbrown.com		
Correspondent Name:	Richard M. Assmus		
Address Line 1:	P.O. Box 2828		
Address Line 4:	Chicago, ILLINOIS 60690-2828		
ATTORNEY DOCKET NUMBER:	13433373		
NAME OF SUBMITTER:	Richard M. Assmus		
SIGNATURE:	/rma/		
DATE SIGNED:	11/06/2015		
Total Attachments: 1			
source=THAT'S MODERN LUXURY Assignment#page1.tif			

EXHIBIT B

TRADEMARK ASSIGNMENT

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Celebrity Cruises Inc. (a Liberian corporation) does hereby assign, transfer and convey to DM Luxury, LLC (a Delaware limited liability company with an address at 3280 Peachtree Rd., NE, Suite 2300, Atlanta, Georgia 30305) all of its right, title and interest in and to the trademarks MODERN LUXURY and THAT'S MODERN LUXURY, in the United States and its territories and possessions, including U.S. Trademark Application No. 85421117, and the goodwill symbolized by and associated with the use of same, together with all rights and causes of action accrued, accruing and to accrue under and by virtue hereof, including the right to sue and recover for past infringement and receive all damages, payments and costs and fees associated therewith.

Effective as of _____, 2015.

Celebrity Cruises Inc.

By: 
(Signature)

Kevin Duffin
(Print name)

VP, Finance & Strategy
(Title)

10/20/2015
(Date)

