

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM362485

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
EFG (assignment for the benefit of creditors), LLC		11/02/2015	LIMITED LIABILITY COMPANY: CALIFORNIA
RECEIVING PARTY DATA			
Name:	FAM, LLC		
Street Address:	5553 Bandini Blvd., Suite B		
City:	Bell		
State/Country:	CALIFORNIA		
Postal Code:	90201		
Entity Type:	LIMITED LIABILITY COMPANY: CALIFORNIA		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Serial Number:	85850611	ELLIE	
Serial Number:	85850604	ELLIE	
Registration Number:	4500574	LE	
Registration Number:	4645761	LE	
CORRESPONDENCE DATA			
Fax Number:	3108266991		
<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:	310.826.7474		
Email:	ilee@raklaw.com		
Correspondent Name:	Irene Y. Lee		
Address Line 1:	12424 Wilshire Blvd., Suite 1200		
Address Line 4:	Los Angeles, CALIFORNIA 90025		
NAME OF SUBMITTER:	Irene Y. Lee		
SIGNATURE:	/Irene Y. Lee/		
DATE SIGNED:	11/16/2015		
Total Attachments: 5			
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OP \$115.00 85850611

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TRADEMARK ASSIGNMENT AGREEMENT

WHEREAS, Ellie Fashion Group, Inc., a Delaware Corporation ("*Company*"), with its principal place of business located at 1447 2nd St. Santa Monica, California 90401, pursuant to an assignment for the benefit of creditors has transferred its entire right, title and interest in and to the Trademarks and Trademark Applications (as defined below) to EFG (assignment for the benefit of creditors), LLC, a California limited liability company, in its sole and limited capacity as assignee for the benefit of creditors of Ellie Fashion Group, Inc. ("*Seller*");

WHEREAS, Seller has sold the Trademarks and Trademark Applications and Copyrights and certain other assets, including the goodwill relating thereto (collectively, the "*Purchased Assets*") to FAM, LLC, having a principal place of business at 5553- B Bandini Blvd., Bell, California 90201 ("*Buyer*") by and pursuant to that certain Asset Purchase Agreement, dated as of November 2, 2015, by and between Seller and Buyer (the "*Purchase Agreement*"); and


WHEREAS, capitalized terms used but not defined herein shall have meanings given them in the Purchase Agreement.

NOW THEREFORE, in consideration of the foregoing, and for other good and valuable consideration, including the Purchase Price paid by Buyer, the receipt and sufficiency of which is hereby acknowledged, Seller does hereby sell, assign, transfer and set over unto Buyer, its successors and assigns, Seller's entire right, title, and interest in and to all trademarks and trademark applications of the Company, including, without limitation, those listed on Schedule A hereto, and all file histories and documentation, including, without limitation, all trademark search results, clearance studies and watch notices that relate to such trademarks and trademark applications, and all associated goodwill associated with any of the foregoing (the foregoing, collectively, the "*Trademarks and Trademark Applications*"); together with all rights, credits, judgments, choses in action, rights of set-off and any and all other claims of every type and nature of, for or arising from or relating to past, present or future infringement, disparagement or claims for royalties, and any and all other rights to enforce or protect any rights constituting or relating to any of the Trademarks and Trademark Applications, with the right to sue for such damages, and collect the same for its own use and enjoyment, and for the use and enjoyment of its successors and assigns together with all goodwill of the Company and Seller in connection with which the aforesaid Trademarks and Trademark Applications have been used.

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IN WITNESS WHEREOF, Seller has caused this instrument to be executed by its duly authorized officer this 2nd day of November, 2015.

SELLER: EFG (assignment for the benefit of creditors), LLC,
solely as assignee for the benefit of creditors of Ellie Fashion Group, Inc.

By: 
Name: MICHAELA MASON
Title:

State of _____)
County of _____) ss

On this _____ day of November, 2015, before me appeared _____, to me personally known who, being duly sworn, did depose and say that he is the Managing Member of EFG (assignment for the benefit of creditors), LLC, a California limited liability company, each of which is named in and which executed the foregoing instrument; and that said instrument was signed on behalf of each of said corporate entities; and said _____ acknowledged said instrument to be the free and authorized act and deed of each of said corporate entities.

Notary Public _____
My Commission Expires: _____

ACKNOWLEDGMENT

A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document.

State of California
County of Santa Clara

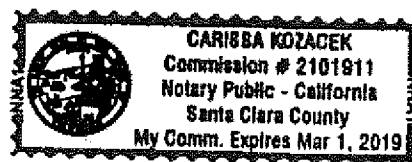
On November 2, 2015 before me Carissa Kozacek
(insert name and title of the officer)

personally appeared Michael A. Meidy
who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.





Signature Carissa Kozacek (Seal)



Schedule A

Trademarks

TRADEMARK REGISTRATIONS

Mark	Country	App/Reg. No.	Class/Goods and Services	Status
	United States	Application No. 85850611	<u>Class 25</u> : activewear, namely, tops, bottoms, headbands, jackets, and sports bras	Filed: 2/14/13
	United States	Application No. 85850604	<u>Class 35</u> : Online retail services featuring activewear	Filed: 2/14/13
	United States	Registration No. 4500574	<u>Class 25</u> : activewear, namely, tops, bottoms, headbands, jackets, and sports bras	Filed: 2/14/13 Registered: 3/25/14
	United States	Registration No. 4645761	<u>Class 35</u> : Online retail services featuring activewear	Filed: 2/14/13 Registered: 11/25/14

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