

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM372016

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Alex Apparel Group, Inc.		01/29/2016	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	KU Brand Holdings LLC		
Street Address:	1412 Broadway		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10018		
Entity Type:	LIMITED LIABILITY COMPANY: NEW YORK		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Serial Number:	86290811	PHOEBE	
Registration Number:	1984160	KAY UNGER	
Registration Number:	3731999	KAY UNGER	
Registration Number:	1511075	PHOEBE	
Registration Number:	2930798	PHOEBE	
Registration Number:	3706047	PHOEBE	
CORRESPONDENCE DATA			
Fax Number:	3102015219		
<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) 201-5240		
Email:	jlarkin@seyfarth.com		
Correspondent Name:	Joan Kupersmith Larkin		
Address Line 1:	2029 Century Park East 35th Floor		
Address Line 4:	Los Angeles, CALIFORNIA 90067		
ATTORNEY DOCKET NUMBER:	64883-297		
NAME OF SUBMITTER:	Joan Kupersmith Larkin		
SIGNATURE:	/Joan Kupersmith Larkin/		
DATE SIGNED:	02/04/2016		

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Total Attachments: 3

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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this "Assignment") is made and entered into as of January 29, 2016 ("Effective Date") by and between Alex Apparel Group, Inc. a New York corporation ("Assignor"), and KU Brand Holdings LLC a New York limited liability company ("Assignee").

WHEREAS, Assignor and Assignee are parties to that certain Asset Purchase Agreement dated January 29, 2016 (the "Agreement"); and

WHEREAS, pursuant to the Agreement, Assignor wishes to assign to Assignee, and Assignee wishes to acquire from Assignor, the trademark registrations and trademark applications set forth on **Schedule A** attached hereto (collectively, the "Marks").

WHEREAS, the execution and delivery of this Assignment is a condition to Closing.

NOW, THEREFORE, for good and valuable consideration received by the Assignor from the Assignee, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns, transfers and sets over to Assignee all of Assignor's right, title and interest in and to the Marks, for the United States and all other countries, including that part of the business to which the Marks pertain and as referenced in the Agreement, any registrations and applications thereof, 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 or any other country, 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.

Assignor hereby requests the Commissioner of Patents and Trademarks, and the corresponding entity or agency in any other country, to record Assignee as the assignee and owner of the Marks.

Assignor shall take all further actions, and provide to Assignee, and to Assignee's successors, assigns, or other legal representatives, all such cooperation and assistance reasonably requested by Assignee to more fully and effectively effectuate the purposes of this Agreement.

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

Assignor: Alex Apparel Group, Inc. By: <u>[Signature]</u> Name: <u>LAWRENCE ROBIN</u> Title: <u>CFO</u>	Assignee: KU Brand Holdings LLC By: <u>[Signature]</u> Name: <u>Morris Thiele</u> Title: <u>member</u>
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SIGNATURE PAGE TO
TRADEMARK ASSIGNMENT

SCHEDULE A

Trademark	Owner	Application Number	Registration Number	Status
KAY UNGER	Alex Apparel Group, Inc.	74/705,845	1,984,160	Registered
KAY UNGER	Alex Apparel Group, Inc.	77/381,749	3,731,999	Registered
PHOEBE	Alex Apparel Group, Inc.	86/290,811		Pending
PHOEBE	Alex Apparel Group, Inc.	73/721,447	1,511,075	Registered
PHOEBE	Alex Apparel Group, Inc.	78/370,426	2,930,798	Registered
PHOEBE	Alex Apparel Group, Inc.	77/381,748	3,706,047	Registered

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