

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM374465

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Swanky Panky, Ltd.		02/09/2016	CORPORATION: MASSACHUSETTS
RECEIVING PARTY DATA			
Name:	Alphabetica, Inc.		
Street Address:	25 Wellesley Avenue		
City:	Natick		
State/Country:	MASSACHUSETTS		
Postal Code:	01760		
Entity Type:	CORPORATION: MASSACHUSETTS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85815632	BITCHLESS BRIDE	
CORRESPONDENCE DATA			
Fax Number:	7816225933		
<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:	1 781 622 5930		
Email:	trademark@mbbp.com		
Correspondent Name:	Thomas F. Dunn		
Address Line 1:	230 Third Avenue, 4th Floor		
Address Line 2:	Morse, Barnes-Brown & Pendleton, P.C.		
Address Line 4:	Waltham, MASSACHUSETTS 02451		
ATTORNEY DOCKET NUMBER:	DEFRTM02 (ASSIGNMENT)		
NAME OF SUBMITTER:	Thomas F. Dunn		
SIGNATURE:	/Thomas F. Dunn/		
DATE SIGNED:	02/25/2016		
Total Attachments: 1			
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CH \$40.00 85815632

TRADEMARK ASSIGNMENT

WHEREAS, Swanky Panky, Ltd., a Massachusetts corporation with offices located at 25 Wellesley Avenue Natick, MA 01760 ("Assignor") is the record owner of the BITCHLESS BRIDE service mark in U.S. App. Ser. No. 85815632 (the "Mark");

WHEREAS, Alphabetica, Inc. a Massachusetts corporation with offices located at 25 Wellesley Avenue Natick, MA 01760 ("Assignee"), is desirous of acquiring the Mark;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest it may now have, may ever have had or may ever have, in and to the Mark and the good will of the business symbolized thereby, including all rights to sue and recover for past infringements thereof.

The Assignor further agrees that Assignor will, without demanding any further consideration therefore, at the request but at expense of the Assignee, do all lawful and just acts, including the execution and acknowledgement of instruments, that may be or become necessary for obtaining, sustaining, or renewing the Mark, and for maintaining and perfecting the Assignee's right to the Mark.

Date: February 9, 2016

SWANKY PANKY, LTD.

By: 

Name: Deborah DeFrancesco

Title: President