

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM374894

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
FCC, LLC d/b/a First Capital		06/29/2015	LIMITED LIABILITY COMPANY: FLORIDA
RECEIVING PARTY DATA			
Name:	Shanghai Shenda II LLC		
Street Address:	512 Seventh Avenue		
Internal Address:	11th Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10018		
Entity Type:	LIMITED LIABILITY COMPANY: NEW YORK		
PROPERTY NUMBERS Total: 14			
Property Type	Number	Word Mark	
Registration Number:	4610472	LABEL BY FIVE TWELVE	
Registration Number:	4606328	5 TWELVE	
Registration Number:	4602294	INDICATION	
Registration Number:	4606329	SAMI+DANI	
Registration Number:	4629781	WESLEEROSE	
Registration Number:	2660473	ECI	
Registration Number:	2821538	IXE	
Registration Number:	3074166	E BY ECI	
Registration Number:	3130811	ECI GIRL	
Registration Number:	3124635	ECI NEW YORK	
Registration Number:	3124636	ECI NY	
Registration Number:	3184764	TRULLI	
Registration Number:	3184763	BEIGE BY ECI	
Registration Number:	3542970	ECI	
CORRESPONDENCE DATA			
Fax Number:	2122468959		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent</i>			

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using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.

Phone: 212-708-1800
Email: gdeluca@ladas.com
Correspondent Name: Jay A. Bondell
Address Line 1: 1040 Avenue of the Americas
Address Line 2: 6th Fl.
Address Line 4: New York, NEW YORK 10018

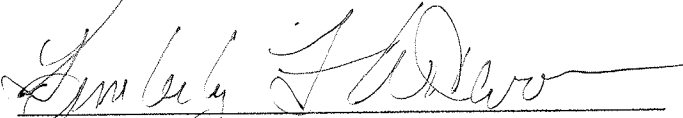
ATTORNEY DOCKET NUMBER:	BF09616164
NAME OF SUBMITTER:	Jay A. Bondell
SIGNATURE:	/Jay A. Bondell/
DATE SIGNED:	02/29/2016

Total Attachments: 2
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TRADEMARK ASSIGNMENT

For good and valuable consideration, the receipt of which is hereby expressly acknowledged, FCC, LLC d/b/a First Capital, a Florida limited liability company, c/o Corporate Creations Network Inc., 11380 Prosperity Farms Road #221E, Palm Beach Gardens, FL 33410, hereby assigns and transfers to Shanghai Shenda II LLC, a New York limited liability company, 512 Seventh Avenue, 11th Floor, New York, NY 10018, all right, title and interest in and to the trademarks and trademark registrations on the attached Schedule A, along with the goodwill of the business associated with the marks.

Dated: June 29, 2016  FCC, LLC d/b/a First Capital

By: 

Kimberly F. Withrow, Senior Vice President –
Legal Counsel

SCHEDULE A

<u>Mark</u>	<u>U.S. Trademark Reg.</u>	<u>Date Issued</u>
LABEL by five twelve LABEL (Stylized)	4610472	Sep. 23, 2014
5 twelve	4606328	Sep. 16, 2014
INDICATION	4602294	Sep. 09, 2014
SAMI+DANI	4606329	Sep. 16, 2014
WESLEEROSE	4629781	Oct. 28, 2014
ECI	2660473	Dec. 10, 2002
IXE (& Design)	2821538	Mar. 09, 2004
E BY ECI	3074166	Mar. 28, 2006
ECI GIRL	3130811	Aug. 15, 2006
ECI NEW YORK	3124635	Aug. 01, 2006
ECI NY	3124636	Aug. 01, 2006
TRULLI	3184764	Dec. 12, 2006
BEIGE BY ECI	3184763	Dec. 12, 2006
ECI (stylized)	3542970	Dec. 09, 2008

<u>Mark</u>	<u>Canadian Trademark Reg.</u>	<u>Date Issued</u>
ECI	TMA775617	Aug. 26, 2010