

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM375071

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
BB ENDEAVORS LLC		02/22/2016	LIMITED LIABILITY COMPANY: NEW YORK
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	SG MARKS, Llc		
<b>Street Address:</b>	360 Hamilton Avenue, #100		
<b>City:</b>	White Plains		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10601		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 6</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4593192	SKINNYGIRL	
<b>Registration Number:</b>	4731738	SKINNYGIRL	
<b>Registration Number:</b>	4752139	SKINNYGIRL WORKOUT	
<b>Registration Number:</b>	4556254	SKINNYGIRL	
<b>Registration Number:</b>	4859963	FOOD PORN	
<b>Registration Number:</b>	4602535	BETHENNY	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	4153918766		
<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>			
<b>Phone:</b>	415.913.4911		
<b>Email:</b>	trademarksri@leclairryan.com		
<b>Correspondent Name:</b>	Diane J. Mason, LeClairRyan		
<b>Address Line 1:</b>	44 Montgomery Street		
<b>Address Line 2:</b>	Suite 3100		
<b>Address Line 4:</b>	San Francisco, CALIFORNIA 94104		
<b>ATTORNEY DOCKET NUMBER:</b>	26935.0001		
<b>NAME OF SUBMITTER:</b>	Diane J. Mason		
<b>SIGNATURE:</b>	/djm/		

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<b>DATE SIGNED:</b>	03/01/2016
<b>Total Attachments: 3</b> source=Assignment#page1.tif source=Assignment#page2.tif source=Assignment#page3.tif	

## ASSIGNMENT OF TRADEMARKS

**WHEREAS**, BB Endeavors LLC, a New York limited liability company, located at P.O. Box 2088, New York, New York 10013 (hereinafter referred to as "ASSIGNOR"), is the owner of the entire right, title and interest in and to the trademarks listed in Exhibit A (the "MARKS"), and the goodwill appurtenant to said marks and the registrations thereof;

**WHEREAS**, SG Marks, LLC, a Delaware limited liability company residing at 360 Hamilton Avenue, #100, White Plains, New York 10601 (hereinafter referred to as "ASSIGNEE") desires to receive all of BB Endeavors LLC's right, title and interest in and to the MARKS, together with the goodwill associated therewith;

**NOW THEREFORE**, in consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged;

ASSIGNOR agrees to sell, assign, transfer and convey, and by this instrument hereby sells, assigns, transfers and conveys to ASSIGNEE, its successors, legal representatives and assigns, ASSIGNOR's entire right, title and interest in and to the MARKS and the goodwill of the business appurtenant to and connected with the MARKS, all rights at common law in the MARKS, and ASSIGNOR further assigns, transfers, sells and conveys to ASSIGNEE, its successors, legal representatives and assigns, the right to renew, protect, defend and enforce any and all rights to the MARKS including the right to sue for past infringement, the right to enforce any and all trademark rights of ASSIGNOR and causes of action therefor, presently known or unknown and inuring to ASSIGNEE, and the right to recover all claims for damages or for compensation for past infringement arising out of any cause of action, whether presently known, unknown, accrued or to accrue.

ASSIGNOR agrees to cooperate fully with ASSIGNEE (at no cost to ASSIGNOR) in connection with perfecting the transfer of all rights to and the vesting of full and complete title in ASSIGNEE, including, without limitation by enumeration, agreeing to the recordation of this Assignment on the records of the United States Patent and Trademark Office. ASSIGNOR agrees further to cooperate fully with ASSIGNEE (at no cost to ASSIGNOR) in connection with enforcing and defending the rights transferred and particularly in connection with executing any and all instruments deemed by ASSIGNEE to be necessary or desirable to implement and accomplish the transfer, enforcement and/or defense of rights granted by ASSIGNOR hereunder.

IN TESTIMONY WHEREOF, the undersigned ASSIGNOR has executed this

Assignment.

ASSIGNOR:

BB Endeavors LLC

By: 

Name: Bethenny Frankel

Title: President

Date: 2/22/16

# EXHIBIT A

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## U.S. REGISTRATIONS

MARK	REG NO.	REG DATE
SKINNYGIRL (cl 32)	4593192	08/26/2014
SKINNYGIRL (cl 29)	4731738	05/05/2015
SKINNYGIRL WORKOUT (cl 28)	4752139	06/09/2015
SKINNYGIRL (class 28)	4556254	06/24/2014
FOOD PORN	4859963	11/24/2015
BETHENNY	4602535	09/09/2014