

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM375367

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Mambo Graphics Pty Ltd		11/07/2014	Proprietary Limited Company: AUSTRALIA
RECEIVING PARTY DATA			
Name:	SB Lifestyle Brands LLC		
Street Address:	10100 Santa Monica Blvd., Suite 500		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90067		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Serial Number:	77311963	MAMBO	
Serial Number:	74734463	MAMBO	
Serial Number:	74734462	MAMBO	
Serial Number:	74734456	MAMBO	
Serial Number:	73601178	100% MAMBO	
CORRESPONDENCE DATA			
Fax Number:	4242049395		
<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:	310 203 5731		
Email:	tmbox@sabanbrands.com		
Correspondent Name:	Timothy J. Quinlan		
Address Line 1:	10100 Santa Monica Blvd., Suite 500		
Address Line 4:	Los Angeles, CALIFORNIA 90067		
ATTORNEY DOCKET NUMBER:	MAMBO ASSIGNMENT		
NAME OF SUBMITTER:	Timothy J. Quinlan		
SIGNATURE:	/tjq/		
DATE SIGNED:	03/02/2016		

OP \$140.00 77311963

Total Attachments: 4

source=Trademark Assignment#page1.tif

source=Trademark Assignment#page2.tif

source=Trademark Assignment#page3.tif

source=Trademark Assignment#page4.tif

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT ("Assignment") is made and entered into as of 7 November 2014 ("Effective Date") by and between Mambo Graphics Pty Ltd, ACN 129 175 784 ("Assignor") and SB Lifestyle Brands LLC, a Delaware limited liability company, with an address of 10100 Santa Monica Blvd Suite 500, Los Angeles, CA 90067 ("Assignee").

WHEREAS, Assignor wishes to assign to Assignee, and Assignee wishes to acquire from Assignor, Assignor's entire right, title and interest in and to the trademarks described on Schedule A attached hereto (the "Trademarks").

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor agrees as follows:

Assignor hereby sells, assigns, transfers, and relinquishes to Assignee, its successors and assigns, all right, title and interest, whether statutory or at common law, in and to the Trademarks together with the goodwill of the business symbolized by the Trademarks throughout the world, and all applications and/or registrations therefor, including all of Assignor's rights to sue and recover for damages arising out of or in connection with any and all past, present or future infringements or dilution of or damage to such Trademarks or the associated goodwill.

Assignor hereby agrees to execute upon the request of Assignee such additional documents as are necessary to register and otherwise give full effect to the rights of the Assignee under this Assignment in and to the Trademarks, including all documents necessary to record in the name of the Assignee the assignment of the Trademarks with appropriate Trademarks Office. Assignor hereby authorizes and requests the Trademarks Office to record Assignee as assignee and owner of the right, title and interest in and to the Trademarks.

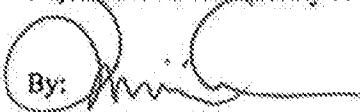
This Assignment may not be supplemented, altered or modified in any manner except by a writing signed by all parties hereto. The failure of any party to enforce any terms or provisions of this Assignment shall not waive any of its rights under such terms or provisions. This Assignment shall bind and inure to the benefit of the respective parties and their assigns, transferees and successors. This Assignment and the performance hereunder shall be governed by and construed in accordance with the laws of the State of New South Wales, Australia. This Assignment may be executed in one or more counterparts, and by the different parties hereto in separate counterparts, each of which when executed will be deemed to be an original but all of which taken together will constitute one and the same agreement.

[Signature Page Follows]

EXECUTED AS A DEED

IN WITNESS WHEREOF, this Deed has been executed by the parties hereto as of the date first above written.

SIGNED by SB Lifestyle Brands LLC,
a Delaware limited liability company

By: 

Name: William Keme
Title: CEO

SIGNED, SEALED AND DELIVERED by
Mambo Graphics Pty Ltd in accordance
with section 127 of the *Corporations Act 2001*
(Cth):

Signature of Director/Company Secretary

Signature of Director/Company Secretary

Full Name

Full Name

EXECUTED AS A DEED


IN WITNESS WHEREOF, this Deed has been executed by the parties hereto as of the date first above written.

SIGNED by SB Lifestyle Brands LLC,
a Delaware limited liability company

By:

Name:
Title:

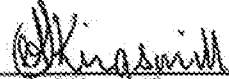
SIGNED, SEALED AND DELIVERED by
Mambo Graphics Pty Ltd in accordance
with section 127 of the *Corporations Act 2001*
(Cth):



Signature of Director/Company Secretary

BECK MELLIMAN

Full Name



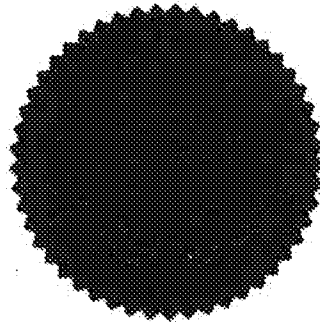
Signature of Director/Company Secretary

ANGUS KINGSMILL

Full Name



Timothy Fulton Edwards
Notary Public
Level 21, 20 Bond Street
Sydney NSW 2000



SCHEDULE A

TRADEMARKS

<u>Mark</u>	<u>Serial No.</u>	<u>Registration No.</u>
MAMBO	77311963	3665525
MAMBO	74734463	2112750
MAMBO	74734462	2074995
MAMBO	74734456	2088170
100% MAMBO	73601178	1454346