

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM393963

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Seno Jewelry LLC		08/05/2016	Limited Liability Company: NEW YORK
RECEIVING PARTY DATA			
Name:	Rosenthal & Rosenthal, Inc.		
Street Address:	1370 Broadway		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10018		
Entity Type:	Corporation: NEW YORK		
PROPERTY NUMBERS Total: 21			
Property Type	Number	Word Mark	
Registration Number:	2829602	IPPOLITA	
Registration Number:	3894322	IPPOLITA ROSÉ	
Registration Number:	3857388	IPPOLITA 925	
Registration Number:	3576089	IPPOLITA	
Registration Number:	4203224	IPPOLITA WICKED	
Registration Number:	4145931	IPPOLITA	
Registration Number:	4318121	IPPOLITA ROMA LINKS	
Registration Number:	4614177	IPPOLITA	
Registration Number:	4302678	IPPOLITA NOTTE	
Serial Number:	86692643	IPPOLITA	
Registration Number:	3668515	IPPOLITINI	
Registration Number:	3862435	LOLLIPOP	
Registration Number:	3576088	ROCK CANDY	
Registration Number:	3803131	GLAMAZON	
Registration Number:	4176920	SUGAR KISSED	
Registration Number:	4222788	LITE LINKS	
Registration Number:	4242897	DIGITAL LACE	
Serial Number:	85908418	IPPOLITA	
Serial Number:	85908435	IPPOLITA	
TRADEMARK			

CH \$540.00 2829602

Property Type	Number	Word Mark
Registration Number:	4681829	COLLECT. CURATE. CREATE.
Serial Number:	86858798	SENSO

CORRESPONDENCE DATA

Fax Number: 2024083141

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.

Phone: 2024083141

Email: jean.paterson@cscglobal.com

Correspondent Name: Corporation Service Company

Address Line 1: 1090 Vermont Avenue, NW

Address Line 4: Washington, D.C. 20005

ATTORNEY DOCKET NUMBER:	245668
NAME OF SUBMITTER:	Jean Paterson
SIGNATURE:	/jep/
DATE SIGNED:	08/05/2016

Total Attachments: 2

source=8-5-16 Seno Jewelry-TM#page1.tif

source=8-5-16 Seno Jewelry-TM#page2.tif

SECURITY INTEREST

WHEREAS, Seno Jewelry LLC, a corporation formed under the laws of New York located at 259 West 30th St., 9th Floor, New York, NY 10001 (the "Company"), has adopted, used and is using the marks annexed hereto as Schedule A (the "Marks"), and

WHEREAS, the Company is obligated to Rosenthal & Rosenthal, Inc. (the "Factor") located at 1370 Broadway, New York, New York 10018, pursuant to a Factoring Agreement dated August 8, 2016, as amended and/or supplemented (the "Factoring Agreement"); and


WHEREAS, the Company is now granting to the Factor a security interest in the Marks, together with the good will of the business symbolized by the Marks, to secure all Obligations under the Factoring Agreement;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, the Company does hereby grant to the Factor a security interest in and to the Marks, together with the good will of the business symbolized by the Marks, which security interest shall secure all the Obligations as defined in the Factoring Agreement and in accordance with the terms and provisions thereof.

The Company expressly acknowledges and affirms that the rights and remedies of the Factor with respect to the security interest granted hereby are more fully set forth in the Factoring Agreement.

Dated: August 5, 2016

SENO JEWELRY LLC

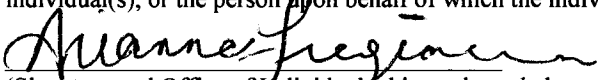
By: 
Name: Jonathan Friedman
Title: COO/CFO

STATE OF New York)

ss:

COUNTY OF New York)

On the 5th day of August, in the year 2016, before me, the undersigned, personally appeared JONATHAN FRIEDMAN personally known to me or proved to me on the basis of satisfactory evidence to the individual(s) whose name(s) is (are) subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their capacity (ies), and that by his/her/their signature(s) on the instrument, the individual(s), or the person upon behalf of which the individual(s) acted, executed the instrument.


(Signature and Office of Individual taking acknowledgment)

[NOTARY STAMP]

ARIANNA FRAGIACOMO
NOTARY PUBLIC, State of New York
No. 01FR6322804
Qualified in Orange County
Commission Expires April 13, 2019

SCHEDULE A

<u>Trademark</u>	<u>Serial/Reg. No.</u>	<u>Filing Date</u>
IPPOLITA	2829602	April 4, 2003
IPPOLITA ROSE	3894322	July 8, 2008
IPPOLITA 925	3857388	July 8, 2008
IPPOLITA	3576089	July 23, 2008
IPPOLITA WICKED	4203224	May 18, 2011
IPPOLITA	4145931	September 13, 2011
IPPOLITA ROMA LINKS	4318121	December 2, 2011
IPPOLITA	4614177	February 7, 2012
IPPOLITA NOTTE	4302678	March 6, 2012
IPPOLITA	86692643	July 14, 2015
IPPOLITINI	3668515	July 23, 2008
LOLLIPOP	3862435	July 23, 2008
ROCK CANDY	3576088	July 23, 2008
GLAMAZON	3803131	November 10, 2009
SUGAR KISSED	4176920	June 7, 2011
LITE LINKS	4222788	June 7, 2011
DIGITAL LACE	4242897	June 7, 2011
IPPOLITA	85908418	April 18, 2013
IPPOLITA	85908435	April 18, 2013
COLLECT. CURATE. CREATE	4681829	June 30, 2014
SENSO	86858798	December 28, 2015