

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM395370

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Alexis Bittar Holdings LLC		07/22/2016	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	Sixela Holdings, LLC		
Street Address:	Attn: SVP and General Counsel		
Internal Address:	346 Madison Avenue		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10017		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 11			
Property Type	Number	Word Mark	
Serial Number:	76590207	ALEXIS BITTAR	
Serial Number:	85646262	ALEXIS BITTAR	
Serial Number:	85646227	ALEXIS BITTAR	
Serial Number:	85646162	ALEXIS BITTAR	
Serial Number:	85646127	ALEXIS BITTAR	
Serial Number:	87080070	ALEXIS BITTAR	
Serial Number:	87080140	ALEXIS BITTAR	
Serial Number:	87080169	ALEXIS BITTAR	
Serial Number:	87080099	ALEXIS BITTAR	
Serial Number:	77593916	ALEXIS BITTAR	
Serial Number:	86601559	UNIFORM OF THE UNIQUE	
CORRESPONDENCE DATA			
Fax Number:	6098961469		
<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:	215.299.2085		
Email:	bstaufenberg@foxrothschild.com		
Correspondent Name:	Michael J. Leonard, Esq.		

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Address Line 1:	P.O. Box 5231
Address Line 4:	Princeton, NEW JERSEY 08543-5231

NAME OF SUBMITTER:	Michael J. Leonard
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SIGNATURE:	/michael leonard/
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DATE SIGNED:	08/17/2016
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Total Attachments: 4

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U.S. TRADEMARK ASSIGNMENT

WHEREAS, Alexis Bittar Holdings LLC, a Delaware limited liability company (hereinafter referred to as “*Assignor*”), was the owner of all right, title and interest in and to the trademarks listed in Schedule A hereto, which have been applied for and/or registered at the United States Patent and Trademark Office, as set forth therein (hereinafter referred to as the “*Marks*”);

WHEREAS, Sixela Holdings, LLC, a Delaware limited liability company (hereinafter referred to as “*Assignee*”), the successor to the business of Applicant or portion thereof, to which the Marks pertain, which is ongoing and existing, was desirous of acquiring all rights, title and interest in and to the Marks, together with the goodwill of the business symbolized by the Marks;

WHEREAS, Pursuant to that certain Asset Purchase Agreement and Intellectual Property Assignment, both of even date herewith, and both by and between Assignor and Assignee, among others, Assignee purchased from Assignor, and Assignor sold, conveyed, transferred, assigned, and delivered to Assignee, certain acquired assets, which included, without limitation, the Marks;

WHEREAS, the parties hereto are desirous of executing a document for purposes of recordation at the United States Patent and Trademark Office, recording title in and to the aforesaid Marks in the name of Assignee.

NOW, THEREFORE, for and in consideration of good and valuable consideration to it paid, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby acknowledges and confirms its prior transfer, and does hereby sell, assign, and transfer to Assignee, all rights, title and interest in and to the Marks including the applications and registrations thereof and the Certificates of Registration duly and legally issued therefor, and any and all renewals thereof for the Marks, together with the goodwill of the business symbolized thereby, and further including, without limitation, all claims for damages by reason of past infringement and the right to sue for and the right to collect the same for its own use and behoof, and for the use and behoof of its successors, assigns, or legal representatives and the right to defend the Marks and the applications and registrations thereof.

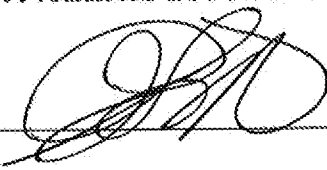
Assignor represents and warrants that it has the full right, power and authority to make this assignment, and that it has not granted and will not grant any assignment or other encumbrance of the Marks to any third party.

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Assignor represents and warrants that it has the full right, power and authority to make this assignment, and that it has not granted and will not grant any assignment or other encumbrance of the Marks to any third party.

IN WITNESS WHEREOF, the parties have caused this U.S. Trademark Assignment to be executed by their respective officers thereunto duly authorized as of the date written below.

Assignor: ALEXIS BITTAR HOLDINGS LLC

By:  _____

Name: Paula Sutter

Title: Interim Chief Executive Officer

Date: July 22, 2016

Assignee: SIXELA HOLDINGS, LLC

By: _____

Name: Matteo Del Vecchio

Title: Chief Administrative Officer

Date: _____

Assignor represents and warrants that it has the full right, power and authority to make this assignment, and that it has not granted and will not grant any assignment or other encumbrance of the Marks to any third party.

IN WITNESS WHEREOF, the parties have caused this U.S. Trademark Assignment to be executed by their respective officers thereunto duly authorized as of the date written below.

Assignor: ALEXIS BITTAR HOLDINGS LLC

By: _____

Name: _____

Title: _____

Date: _____

Assignee: SIXELA HOLDINGS, LLC

By:  _____

Name: Matteo Del Vecchio

Title: Chief Administrative Officer

Date: July 22, 2016

**Schedule A
(United States)**

United States	ALEXIS BITTAR	14	76590207 5/3/2004	2963020 6/21/2005
United States	ALEXIS BITTAR	18	85646262 6/7/2012	
United States	ALEXIS BITTAR	14	85646227 6/7/2012	
United States	ALEXIS BITTAR	9	85646162 6/7/2012	
United States	ALEXIS BITTAR	3	85646127 6/7/2012	
United States	ALEXIS BITTAR	3	87080070 6/22/2016	
United States	ALEXIS BITTAR	14	87080140 6/22/2016	
United States	ALEXIS BITTAR	18	87080169 6/22/2016	
United States	ALEXIS BITTAR	9	87080099 6/22/2016	
United States	ALEXIS BITTAR (Stylized)	14	77593916 10/16/2008	3626572 5/26/2009
United States	UNIFORM OF THE UNIQUE	9, 14, 18	86601559 4/17/2015	