

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM403503

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Niche Marketing Group, Inc.		10/21/2016	Corporation: NEW YORK
RECEIVING PARTY DATA			
Name:	Five Star Fragrance Company, Inc.		
Street Address:	35 Sawgrass Drive		
City:	Bellport		
State/Country:	NEW YORK		
Postal Code:	11713		
Entity Type:	Corporation: NEW YORK		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	2169749	INNER REALM	
Registration Number:	1867411	REALM	
Registration Number:	1975469	REALM	
Registration Number:	2099664	REALM	
CORRESPONDENCE DATA			
Fax Number:			
<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:	(631) 439-2233		
Email:	allisons@perfumania.com		
Correspondent Name:	Allison Singh		
Address Line 1:	35 Sawgrass Drive		
Address Line 4:	Bellport, NEW YORK 11713		
NAME OF SUBMITTER:	Allison Singh		
SIGNATURE:	//Allison Singh//		
DATE SIGNED:	10/27/2016		
Total Attachments: 2			
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source=Realm Assignment Five Star#page2.tif			

OP \$115.00 2169749

TRADEMARK ASSIGNMENT

This trademark assignment ("Agreement"), is hereby entered into on October 21, 2016 between Niche Marketing group, Inc., a corporation incorporated in New York and located at 35 Engel Street, Hicksville, NY 11801 ("Assignor"), and Five Star Fragrance Company, Inc., a corporation incorporated in New York and located at 35 Sawgrass Drive, Suite 2, Bellport, NY 11713 ("Assignee").

Assignor is the owner of all right, title and interest in the trademark set forth in Schedule A attached to this Agreement ("Marks").

Assignee seeks to acquire, and Assignor seeks to transfer, all right, title, interest and associated goodwill in the Marks.

Now, therefore, for good and valuable consideration, the receipt of which is herein acknowledged, Assignor hereby assigns and transfers to Assignee all right, title, interest and associated goodwill in the Marks, including all common law rights, applications and registrations with the U.S. Patent & Trademark Office.

This Agreement shall be governed under the laws of the state of New York.

This Agreement is effective worldwide as of the date set forth above.

In witness whereof, this Agreement is hereby executed below:

ASSIGNOR:

Niche Marketing Group, Inc.

By: Michael W. Katz

Name: Michael W. Katz

Title: President & CEO

ASSIGNEE:

Five Star Fragrance Company, Inc.

By: Domenico

Name: Domenico

Title: V.P. CFO

SCHEDULE A

INNER REALM, Reg. No. 2,169,749

REALM, Reg. No. 1,867,411

REALM, Reg. No. 1,975,469

REALM, Reg. No. 2,099,664