

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
 Stylesheet Version v1.2

ETAS ID: TM412325

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>SEQUENCE:</b>	1		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Vivo Per Lei, Inc.		01/13/2017	Corporation:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Exclusive Label, Inc.		
<b>Street Address:</b>	1801 SW 3RD AVENUE		
<b>City:</b>	MIAMI		
<b>State/Country:</b>	FLORIDA		
<b>Postal Code:</b>	33129		
<b>Entity Type:</b>	Corporation: FLORIDA		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4456321	FIFTH ALLEY	
<b>Registration Number:</b>	4456320	FIFTH ALLEY	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	8188863200		
<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>	8188863200		
<b>Email:</b>	shawn@mazalent.com		
<b>Correspondent Name:</b>	Shawn Oded		
<b>Address Line 1:</b>	20255 Corisco Street		
<b>Address Line 4:</b>	Chatsworth, CALIFORNIA 91311		
<b>NAME OF SUBMITTER:</b>	Shawn Oded		
<b>SIGNATURE:</b>	/Shawn Oded/		
<b>DATE SIGNED:</b>	01/13/2017		
<b>Total Attachments: 1</b> source=043619#page1.tif			

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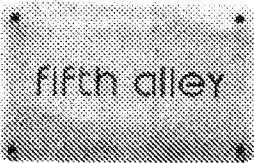
## TRADEMARK ASSIGNMENT AGREEMENT

THIS TRADEMARK ASSIGNMENT Agreement ("ASSIGNMENT") is executed on this 13th day of January, 2016 by **Vivo Per Lei Inc.**, a company incorporated under the laws of California, having principal place of business at 20255 Corisco Street, Chatsworth CA 91311 (hereinafter referred to as "ASSIGNOR"), acting through Eli Weingarten, its President;

### IN FAVOR OF

**Exclusive Label, Inc.** (hereinafter referred to as "ASSIGNEE"), a company incorporated under the laws of Florida, having principal place of business at 1920 E Hallandale Beach Blvd, Suite 906, Hallandale Beach, FL 33009, acting through Avihu Oded, its Secretary;

WHEREAS, the Assignor is the registrant and lawful owner of all rights, titles and interests in the following trademark registrations, together with the goodwill of the business connected with and symbolized by the Trademarks (collectively the "Trademarks"):

Mark	Jurisdiction	Type of Mark	Registration No.	Registration Date	Status
FIFTH ALLEY	USPTO	WORD	4456320	12/24/2013	Registered
	USPTO	STYLIZED	4456321	12/24/2013	Registered

AND WHEREAS, Assignee desires to acquire all rights, titles and interests in and to the Trademarks;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties intending to be legally bound by this Assignment, hereby agree as below:

The Assignor hereby irrevocably and perpetually assigns, transfers and conveys to Assignee the entire rights, titles, interests in the above mentioned Trademarks in the United States and in all jurisdictions outside the United States, along with the goodwill attached to the business connected with and symbolized by the Trademarks (including, without limitation, the right to renew any future registrations included in the Trademarks, the right to apply for trademark registrations within or outside the United States and any priority right that may arise from the Trademarks), the same to be held and enjoyed by Assignee as fully and entirely as said interest could have been held and enjoyed by Assignor had this sale, assignment, transfer and conveyance not been made.

IN WITNESS WHEREOF, the Assignor hereto has executed this Trademark Assignment Agreement as of the date first above written.

ASSIGNOR

Eli Weingarten, President  
Vivo Per Lei, Inc.

ASSIGNEE

Avihu Oded, Secretary  
Exclusive Label, Inc.

TRADEMARK