

900398344 03/14/2017

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM419566

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
The Wet Seal, LLC		03/08/2017	Limited Liability Company: DELAWARE

RECEIVING PARTY DATA

Name:	Wet Seal IP Holdings, LLC
Street Address:	800 Boylston Street, 27th Floor
City:	Boston
State/Country:	MASSACHUSETTS
Postal Code:	02199
Entity Type:	Limited Liability Company: DELAWARE

PROPERTY NUMBERS Total: 35

Property Type	Number	Word Mark
Registration Number:	4545430	+ PLUS
Registration Number:	4644500	ARDEN B
Registration Number:	2795689	ARDEN B
Registration Number:	2879970	ARDEN B
Registration Number:	3914458	ARDEN B
Registration Number:	3222313	B. REWARDED
Registration Number:	3173864	BLINK
Registration Number:	4380482	BLINK BY WET SEAL
Registration Number:	4368866	BLINK BY WET SEAL
Registration Number:	2171518	BLUE ASPHALT
Registration Number:	4057171	CHIC BOUTIQUE
Registration Number:	4498096	CLUB BY ARDEN B
Registration Number:	1543610	CONTEMPO CASUALS
Serial Number:	86037868	DAWN TO DUSK
Registration Number:	3249286	
Serial Number:	86037828	DUSK TO DAWN
Serial Number:	86033797	ENR EVOLUTION NOT REVOLUTION
Registration Number:	3826181	FASHION INSIDER
Registration Number:	4478533	FASHION RIGHT. ALL DAY ALL NIGHT.

OP: \$890.00 4545430

Property Type	Number	Word Mark
Registration Number:	3296943	FIT IN. STAND OUT.
Registration Number:	4198876	IRUNWAY
Registration Number:	4218185	IRUNWAY
Registration Number:	4076847	LIFE'S A BLUR, FOCUS ON FASHION
Registration Number:	3842613	LOVE THE TREND - HATE TO SPEND
Registration Number:	4161254	ROCK THESE BLUES
Registration Number:	2217566	URBAN VIBE
Registration Number:	4632408	WET SEAL
Registration Number:	1508250	WET SEAL
Registration Number:	2241292	WET SEAL
Registration Number:	4316787	WET SEAL
Registration Number:	4632405	WET SEAL
Registration Number:	4632406	WET SEAL
Registration Number:	4640746	WET SEAL
Registration Number:	3244361	WET SEAL
Registration Number:	4571078	WET SEAL +

CORRESPONDENCE DATA

Fax Number: 6175744112

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: 617-574-3518

Email: smordas@goulstonstorrs.com

Correspondent Name: Stacey Mordas

Address Line 1: Goulston & Storrs PC

Address Line 2: 400 Atlantic Avenue

Address Line 4: Boston, MASSACHUSETTS 02110

NAME OF SUBMITTER: Stacey A. Mordas

SIGNATURE: /s/ Stacey A. Mordas

DATE SIGNED: 03/14/2017

Total Attachments: 5

source=The Wet Seal - Trademark Assignment U.S. marks (EXECUTED)#page1.tif

source=The Wet Seal - Trademark Assignment U.S. marks (EXECUTED)#page2.tif

source=The Wet Seal - Trademark Assignment U.S. marks (EXECUTED)#page3.tif

source=The Wet Seal - Trademark Assignment U.S. marks (EXECUTED)#page4.tif

source=The Wet Seal - Trademark Assignment U.S. marks (EXECUTED)#page5.tif

TRADEMARK ASSIGNMENT

WHEREAS, The Wet Seal, LLC, a Delaware limited liability company (“Assignor”), is the owner of record of the trademarks identified in Schedule 1 attached hereto (the “Marks”), which are the subject of the United States trademark registrations and applications listed in such Schedule 1; and

WHEREAS, pursuant to an Intellectual Property Asset Purchase Agreement dated as of March 2, 2017, Wet Seal IP Holdings, LLC, a Delaware limited liability company (“Assignee”), has agreed to acquire the Marks and any and all registrations and applications related thereto from Assignor.

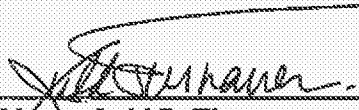
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns unto Assignee all of Assignor’s rights, title and interest in and to the Marks, together with (a) the good will of the business symbolized by and associated with the Marks, (b) all applications for registration, registrations, renewals and statements of use thereof, and (c) the right to sue and recover for, and the right to profits or damages due or accrued arising out of or in connection with, any and all past, present or future infringements or dilution of or damage or injury to the Marks or the registrations thereof or such associated good will.

Assignor hereby appoints each officer or other authorized representative of Assignee as Assignor’s true and lawful attorney-in-fact (“Attorney-in-Fact”), with full power of substitution, for Assignor and in its name, place and stead and on its behalf and for its use and benefit to execute and deliver all documents and instruments in such form and with such substance and to take all actions on behalf of Assignor that such Attorney-in-Fact deems necessary, advisable or appropriate in order to transfer to and vest in Assignee all of the foregoing rights in the Marks and to otherwise effectuate the assignment set forth herein, including without limitation any filings with the U.S. Patent and Trademark Office that may be necessary to reflect Assignee’s title to the Marks.

{Signature Page Follows}

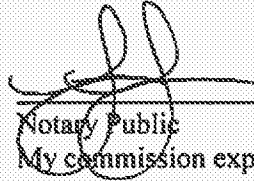
IN WITNESS WHEREOF, the Assignor, by its duly authorized officer, has executed this assignment effective as of March 8, 2017.

THE WET SEAL, LLC,
a Delaware limited liability company

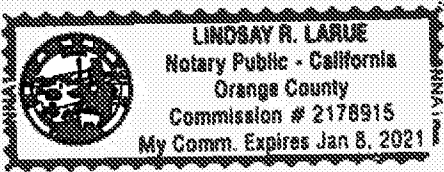
By: 
Name: Judd P. Timauer
Title: Executive Vice President and Chief
Financial Officer

STATE OF California)
COUNTY OF Orange) ss.

On this the 7 day of March, 2017 before me appeared Judd P. Tirnover, the person who signed this instrument, who acknowledged that s/he is the Executive Vice President and Chief Financial Officer of The Wet Seal, LLC and that being duly authorized s/he signed such instrument as a free act on behalf of The Wet Seal, LLC.



Notary Public
My commission expires: 1/8/21



Schedule 1

U.S. Trademarks

Trademark	Country	App Number	Filing Date	Reg. Number	Reg. Date
+PLUS	United States of America	86/050,290	28-Aug-2013	4,545,430	3-Jun-2014
ARDEN B	United States of America	86/245,674	08-Apr-2014	4,644,500	25-Nov-2014
ARDEN B (Stylized)	United States of America	76/378,912	06-Mar-2002	2,795,689	16-Dec-2003
ARDEN B (Stylized)	United States of America	76/378,913	06-Mar-2002	2,879,970	31-Aug-2004
ARDEN B (Stylized)	United States of America	85/073,607	29-Jun-2010	3,914,458	1-Feb-2011
B. REWARDED	United States of America	78/862,810	17-Apr-2006	3,222,313	27-Mar-2007
BLINK	United States of America	78/776,706	19-Dec-2005	3,173,864	21-Nov-2006
BLINK BY WET SEAL	United States of America	85/007,343	06-Apr-2010	4,380,482	6-Aug-2013
BLINK BY WET SEAL	United States of America	85/007,361	06-Apr-2010	4,368,866	16-Jul-2013
BLUE ASPHALT	United States of America	74/634,185	14-Feb-1995	2,171,518	7-Jul-1998
CHIC BOUTIQUE	United States of America	85/063,568	15-Jun-2010	4,057,171	15-Nov-2011
CLUB BY ARDEN B	United States of America	86/040, 604	16-Aug-2013	4,498,096	18-Mar-2014
CONTEMPO CASUALS	United States of America	73/691,917	26-Oct-1987	1,543,610	13-Jun-1989
DAWN TO DUSK	United States of America	86/037,868	14-Aug-2013		
Design of a Butterfly	United States of America	78/887,280	18-May-2006	3,249,286	5-Jun-2007
DUSK TO DAWN	United States of America	86/037,828	14-Aug-2013		
ENR EVOLUTION NOT REVOLUTION	United States of America	86/033,797	09-Aug-2013		
FASHION INSIDER	United States of America	77/731,914	07-May-2009	3,826,181	27-Jul-2010
FASHION RIGHT. ALL DAY ALL NIGHT.	United States of America	85/514,726	12-Jan-2012	4,478,533	4-Feb-2014
FIT IN. STAND OUT.	United States of America	77/090,438	24-Jan-2007	3,296,943	25-Sep-2007
IRUNWAY	United States of America	77/882,427	30-Nov-2009	4,198,876	28-Aug-2012
IRUNWAY	United States of America	77/882,430	30-Nov-2009	4,218,185	2-Oct-2012
LIFE'S A BLUR, FOCUS ON FASHION	United States of America	85/321,774	16-May-2011	4,076,847	27-Dec-2011
LOVE THE TREND - HATE TO SPEND	United States of America	77/733,951	11-May-2009	3,842,613	31-Aug-2010

Trademark	Country	App Number	Filing Date	Reg. Number	Reg. Date
ROCK THESE BLUES	United States of America	85/456,911	26-Oct-2011	4,161,254	19-Jun-2012
URBAN VIBE	United States of America	75/072,790	14-Mar-1996	2,217,566	12-Jan-1999
WET SEAL	United States of America	86/245,595	08-Apr-2014	4,632,408	4-Nov-2014
WET SEAL	United States of America	73/672,190	15-Jul-1987	1,508,250	11-Oct-1988
WET SEAL	United States of America	75/365,487	30-Sep-1997	2,241,292	20-Apr-1999
WET SEAL	United States of America	85/702,009	13-Aug-2012	4,316,787	9-Apr-2013
WET SEAL	United States of America	86/245,494	08-Apr-2014	4,632,405	4-Nov-2014
WET SEAL	United States of America	86/245,522	08-Apr-2014	4,632,406	4-Nov-2014
WET SEAL	United States of America	86/245,551	08-Apr-2014	4,640,746	18-Nov-2014
WET SEAL (with W Butterfly Design)	United States of America	78/862,902	17-Apr-2006	3,244,361	22-May-2007
WET SEAL + (with Design)	United States of America	86/038,610	15-Aug-2013	4,571,078	22-Jul-2014

01:21648904.1