

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM424387

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.		04/19/2017	Corporation: NEW YORK
RECEIVING PARTY DATA			
Name:	Five Star Fragrance Company, Inc.		
Street Address:	35 Sawgrass drive		
Internal Address:	Suite 2		
City:	Bellport		
State/Country:	NEW YORK		
Postal Code:	11713		
Entity Type:	Corporation: NEW YORK		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2061700		
Registration Number:	2105624		
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:	04/20/2017		
Total Attachments: 3			
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OP \$65.00 2061700

TRADEMARK ASSIGNMENT

This trademark assignment ("Agreement"), is hereby entered into on April 19, 2017 between Niche Marketing Group, Inc., a corporation incorporated in New York and located at 35 Engel Street, Hicksville, New York 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: Donovan Chin

Name: Donovan Chin

Title: Chief Financial Officer

SCHEDULE A

1. MEN'S BOTTLE DEVICE, Reg. No. 2061700
2. WOMEN'S BOTTLE DEVICE, Reg. No. 2105624