

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM438922

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Niche Marketing Group, Inc.		08/09/2017	Corporation: NEW YORK
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Five Star Fragrance Company, Inc.		
<b>Street Address:</b>	35 Sawgrass Drive		
<b>Internal Address:</b>	Suite 2		
<b>City:</b>	Bellport		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	11713		
<b>Entity Type:</b>	Corporation: NEW YORK		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	1868809		
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>	6314392233		
<b>Email:</b>	asingh@qkd.com		
<b>Correspondent Name:</b>	Allison Singh		
<b>Address Line 1:</b>	35 Sawgrass Drive		
<b>Address Line 4:</b>	Bellport, NEW YORK 11713		
<b>NAME OF SUBMITTER:</b>	Allison Singh		
<b>SIGNATURE:</b>	//Allison Singh//		
<b>DATE SIGNED:</b>	08/11/2017		
<b>Total Attachments: 2</b>			
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source=Assignment Bottle Device Niche#page2.tif			

OP \$40.00 1868809

**TRADEMARK ASSIGNMENT**

This trademark assignment ("Agreement"), is hereby entered into on August 9, 2017 between Niche Marketing Group, Inc., a corporation incorporated in New York and located at 35 Sawgrass Drive, Bellport, New York 11713 ("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 ("Mark"). 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.

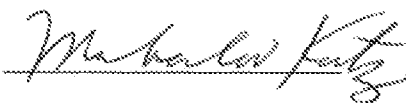
This Agreement shall be governed under the laws of the state of New York.

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.

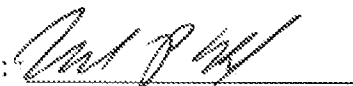
By: 

Name: Michael W. Katz

Title: President & CEO

**ASSIGNEE:**

Five Star Fragrance Company, Inc.

By: 

Name: Michael P. Nofi

Title: CFO

SCHEDULE A

1. MEN'S BOTTLE DEVICE, Reg. No. 1868809