

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM440685

<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>
M2B, LLC		07/19/2017	Limited Liability Company: NEW YORK
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	SML Fashions, LLC		
<b>Street Address:</b>	968 Albany Shaker Road		
<b>City:</b>	Latham		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	12110		
<b>Entity Type:</b>	Corporation: NEW YORK		
<b>PROPERTY NUMBERS Total: 4</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2090359	BELLY BASICS	
<b>Registration Number:</b>	3608907	BELLY BB BASICS THE PREGNANCY SURVIVAL K	
<b>Registration Number:</b>	2175237	BELLY BB BASICS	
<b>Registration Number:</b>	2518145	THE BELLY BALM	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	3152188530		
<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>	3152188530		
<b>Email:</b>	bskpto@bsk.com		
<b>Correspondent Name:</b>	David L. Nocilly		
<b>Address Line 1:</b>	One Lincoln Center		
<b>Address Line 4:</b>	Syracuse, NEW YORK 13202		
<b>NAME OF SUBMITTER:</b>	David L. Nocilly		
<b>SIGNATURE:</b>	/david l. nocilly/		
<b>DATE SIGNED:</b>	08/25/2017		
<b>Total Attachments: 1</b>			
source=Assignment of Trademark M2B LLC (Executed)#page1.tif			

CH \$115.00 2090359

ASSIGNMENT OF TRADEMARKS AND RELATED GOODWILL

WHEREAS, M2B, LLC a New York limited liability company (hereinafter referred to as "Assignor") is the owner of the following trademarks:

- (i) "BELLY BASICS," which is the subject of U.S. Trademark Registration Number 2,090,359 filed on May 2, 1995; and
- (ii) "BELLY BASICS," which is the subject of Japan Trademark Registration Number 3349908 filed on August 28, 1995; and
- (iii) "BELLY BB BASICS THE PREGNANCY SURVIVAL KIT & Design," which is the subject of U.S. Trademark Registration Number 3,608,907 filed on February 3, 2005; and
- (iv) "BELLY BB BASICS & Design," which is the subject of Japan Trademark Registration Number 4008882 filed on August 28, 1995; and
- (v) "BELLY BB BASICS & Design," which is the subject of U.S. Trademark Registration Number 2,175,237 filed on July 29, 1994; and
- (vi) "CLOTHES HANGING ON THE LINE and Design," which is the subject of Australia Trademark Registration Number 763326 filed on May 27, 1998; and
- (vii) "CLOTHES HANGING ON THE LINE and Design," which is the subject of Japan Trademark Registration Number 4031433 filed on August 28, 1995; and
- (viii) "THE BELLY BALM," which is the subject of U.S. Trademark Registration Number 2,518,145 filed on June 21, 1999; and
- (ix) "THE PREGNANCY SURVIVAL KIT," which is the subject to Japan Trademark Registration Number 4030990 filed on August 28, 1995

(collectively, hereinafter referred to as the "Trademarks"); and

WHEREAS, SML FASHIONS, LLC, a New York limited liability company (hereinafter referred to as "Assignee"), desires to take assignment of the subject Trademarks together with all of the Assignor's right, title and interest in and to said Trademarks and any corresponding United States and worldwide Trademark registrations/ applications and of all the goodwill that has inured to, become symbolized by and associated with the Trademarks;

**NOW, THEREFORE,** for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign unto the Assignee all right, title and interest in the Trademarks, and to any corresponding United States Trademark registrations/ applications thereto, including all of the goodwill that has inured to, become symbolized by and associated with the Trademarks;

ASSIGNOR does hereby further assign unto the Assignee all common law right, title and interest, and any other right, title and interest in the Trademarks and any and all copyright in the design and subsidiary and/or ancillary rights in any form, including all of the goodwill that has inured to, become symbolized by and associated with the Trademarks.

Dated: July 19, 2017

ASSIGNOR:

M2B, LLC

By:   
Katarina Dal Piaz