

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM447985

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	Change of Ownership		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Sally Lou Fashions Corp.		09/28/2017	Corporation:
RECEIVING PARTY DATA			
Name:	Alex Apparel Group, Inc.		
Street Address:	1407 Broadway, 15th floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10018		
Entity Type:	Corporation: NEW YORK		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1319742	MARQUIS DE LA TOUR	
CORRESPONDENCE DATA			
Fax Number:	2127158200		
<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:	212-715-9100		
Email:	kltrademark@kramerlevin.com		
Correspondent Name:	Kramer Levin Naftalis & Frankel LLP		
Address Line 1:	1177 Avenue of the Americas		
Address Line 4:	New York, NEW YORK 10036		
NAME OF SUBMITTER:	Diane Torniali		
SIGNATURE:	/Diane Torniali/		
DATE SIGNED:	10/20/2017		
Total Attachments: 7			
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source=069866_00019_Change_of_Ownership#page2.tif			
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CH \$40.00 1319742

MADRID AGREEMENT AND PROTOCOL CONCERNING THE
INTERNATIONAL REGISTRATION OF MARKS

REQUEST FOR THE RECORDING OF A CHANGE IN OWNERSHIP

(Rule 25 of the Common Regulations)

IMPORTANT

1. This request may be presented to the International Bureau directly by the holder (or his recorded representative), through the Office of the Contracting Party of the (recorded) holder or through the Office of the Contracting Party of the new owner (transferee).
2. If the present request relates to a **total** change in ownership, as provided for in item 6(a), this form may be used for **several** international registrations in the name of the same holder.
3. If the present request relates to a **partial** change in ownership, as provided for in item 6(b), this form may only be used to request the recording of a change in ownership for a **single** international registration.

World Intellectual Property Organization
34, chemin des Colombettes
1211 Geneva 20, Switzerland
Tel. (Madrid Customer Service): +41 (0)22 338 8686
Fax (Madrid Registry): +41 (0)22 740 1429
e-mail: intreg.mail@wipo.int – Internet: www.wipo.int

REQUEST FOR THE RECORDING OF A CHANGE IN OWNERSHIP

<p style="text-align: center;"><u>For the holder (transferor)/new owner (transferee)</u></p> <p>This request contains the following number of continuation sheets:</p> <p>Holder/new owner's reference:</p>	<p style="text-align: center;"><u>For the Office</u></p> <p>Office's reference:</p>
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1 INTERNATIONAL REGISTRATION NUMBER(S)
(several international registrations may be indicated below, provided that all registrations concerned are the subject of a total change in ownership, as provided for in item 6(a))

1319742

2 NAME OF THE HOLDER (TRANSFEROR)
(as recorded in the International Register)

Sally Lou Fashions Corp.

3 NEW OWNER (TRANSFEEE)

(a) Name: Alex Apparel Group, Inc.

(b) Address: 1407 Broadway
New York, New York 10018

(c) Address for correspondence: Kevin M. Moss, Esq.
Kramer Levin Naftalis & Frankel LLP
1177 Avenue of the Americas
New York, New York 10036

(d) Telephone: 212.715.9224 Fax: 212.715.8000

E-mail address: KLTrademark@kramerlevin.com

By providing an e-mail address, any further correspondence from the International Bureau related to this/these international registration(s) will be sent only electronically and, therefore, you will no longer receive any paper correspondence. Likewise, any further correspondence from the International Bureau related to other international applications or international registrations for which the same e-mail address has been, or will be, provided will also be sent only electronically. Please note that, for the purpose of electronic communication, there can be only one e-mail address recorded per each international registration.

4 ENTITLEMENT OF THE NEW OWNER (TRANSFEREE) TO BE THE HOLDER OF THE INTERNATIONAL REGISTRATION

- (a) Indicate in the appropriate space(s):
- (i) the name of the Contracting State of which the new owner (transferee) is a national; and/or,
United States
 - (ii) the name of the State member of a Contracting Organization of which the new owner (transferee) is a national; and/or,

 - (iii) the name of the Contracting Party in the territory of which the new owner (transferee) is domiciled; and/or,

 - (iv) the name of the Contracting Party in the territory of which the new owner (transferee) has a real and effective industrial or commercial establishment:

- (b) Where the new owner (transferee) is not a national of a Contracting State or of a State member of a Contracting Organization and the address given in item 3(b) is not in the territory of any of the Contracting Parties mentioned in paragraph (a)(iii) or (iv) of the present item, indicate in the space provided below:
- (i) the address of the new owner (transferee) in the territory of the Contracting Party mentioned in paragraph (a)(iii) of the present item; or,
 - (ii) the address of the new owner's (transferee) industrial or commercial establishment in the territory of the Contracting Party mentioned in paragraph (a)(iv) of the present item.
- _____

5 APPOINTMENT OF A REPRESENTATIVE BY THE NEW OWNER (TRANSFEREE)¹

Name: Kevin M. Moss, Esq.

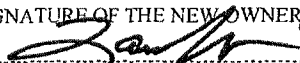
Address: Kramer Levin Naftalis & Frankel LLP
1177 Avenue of the Americas
New York, New York 10036

Telephone: 212.715.9224 Fax: 212.715.8000

E-mail address: KLTrademark@kramerlevin.com

By providing an e-mail address, any further correspondence from the International Bureau related to this/these international registration(s) will be sent only electronically and, **therefore, you will no longer receive any paper correspondence.** Likewise, any further correspondence from the International Bureau related to other international applications or international registrations for which the same e-mail address has been, or will be, provided will also be sent only electronically. Please note that, for the purpose of electronic communication, there can be only one e-mail address recorded per each international registration.

SIGNATURE OF THE NEW OWNER (TRANSFEREE) APPOINTING THE ABOVE REPRESENTATIVE (compulsory)



¹ This item should be used where the new owner (transferee) wishes to appoint a representative. Note that, if the person recorded as the representative of the holder (transferor) is to be recorded as the representative of the new owner (transferee), such appointment should be made by completing this item.

6 SCOPE OF THE CHANGE IN OWNERSHIP (check either (a) or (b))

(a) **TOTAL CHANGE IN OWNERSHIP** (the change in ownership is to be recorded for all the Contracting Parties designated in the international registration(s) indicated in item 1, and for all the goods and services covered by such international registration(s));

(b) **PARTIAL CHANGE IN OWNERSHIP** (read note No. 3 on the cover page before checking this box)

(i) the change in ownership is to be recorded for the designated Contracting Parties indicated below (if no Contracting Party is indicated, it will be understood that the change in ownership is to be recorded in respect of all the designated Contracting Parties); and/or,

.....

(ii) the change in ownership is to be recorded for the goods and services indicated below (grouped in the appropriate classes); if no goods and services are indicated, it will be understood that the change in ownership is to be recorded in respect of all goods and services.

You can find indications that are pre-accepted by the International Bureau in the Madrid Goods & Services Manager (MGS) at www.wipo.int/mgs/.

Please make consistent use of a semicolon (;) to clearly specify the goods and services indications in your list, e.g.: 09 Scientific, optical and electronic apparatus and instruments; screens for photoengraving; computers. 35 Advertising; compilation of statistics; commercial information agencies.

Please use font "Courier New" or "Times New Roman", size 12 pt, or above.

.....

If the space provided above is not sufficient, check the box and use a continuation sheet

7 MISCELLANEOUS INDICATIONS

(a) Indications concerning the new owner (transferee) (as may be required by certain designated Contracting Parties):

(i) if the new owner (transferee) is a natural person, indicate the nationality:

(ii) if the new owner (transferee) is a legal entity:

- legal nature of the legal entity: Corporation

- State and, where applicable, territorial unit within that State, under the law of which the legal entity is organized:

New York

(b) The new owner (transferee) may choose a preferred language for correspondence:

English French Spanish

8 SIGNATURE BY THE HOLDER (TRANSFEROR) AND/OR HIS REPRESENTATIVE

Holder (transferor)
 (as recorded in the International Register)

Representative of the holder (transferor)
 (as recorded in the International Register)

By signing this form, I declare that I am entitled to sign it under the applicable law:

By signing this form, I declare that I am entitled to sign it under the applicable law:

Name: Mitchell Grabow

Name:

Signature: 

Signature:

9 OFFICE OF THE CONTRACTING PARTY (OF THE RECORDED HOLDER (TRANSFEROR) OR THAT OF THE NEW OWNER (TRANSFeree)) PRESENTING THE REQUEST (where the request is presented through an Office)

Name of the Office:

.....

Name and signature of the official signing on behalf of the Office:

By signing this form, I declare that I am entitled to sign it under the applicable law:

.....

.....

Name and e-mail address of the contact person in the Office:

.....

FEE CALCULATION SHEET

(a) INSTRUCTIONS TO DEBIT FROM A CURRENT ACCOUNT

- The International Bureau is hereby instructed to debit the required amount of fees from a current account opened with the International Bureau (if this box is checked, it is not necessary to complete (b)).

Holder of the account: Account number:

Identity of the party giving the instructions:

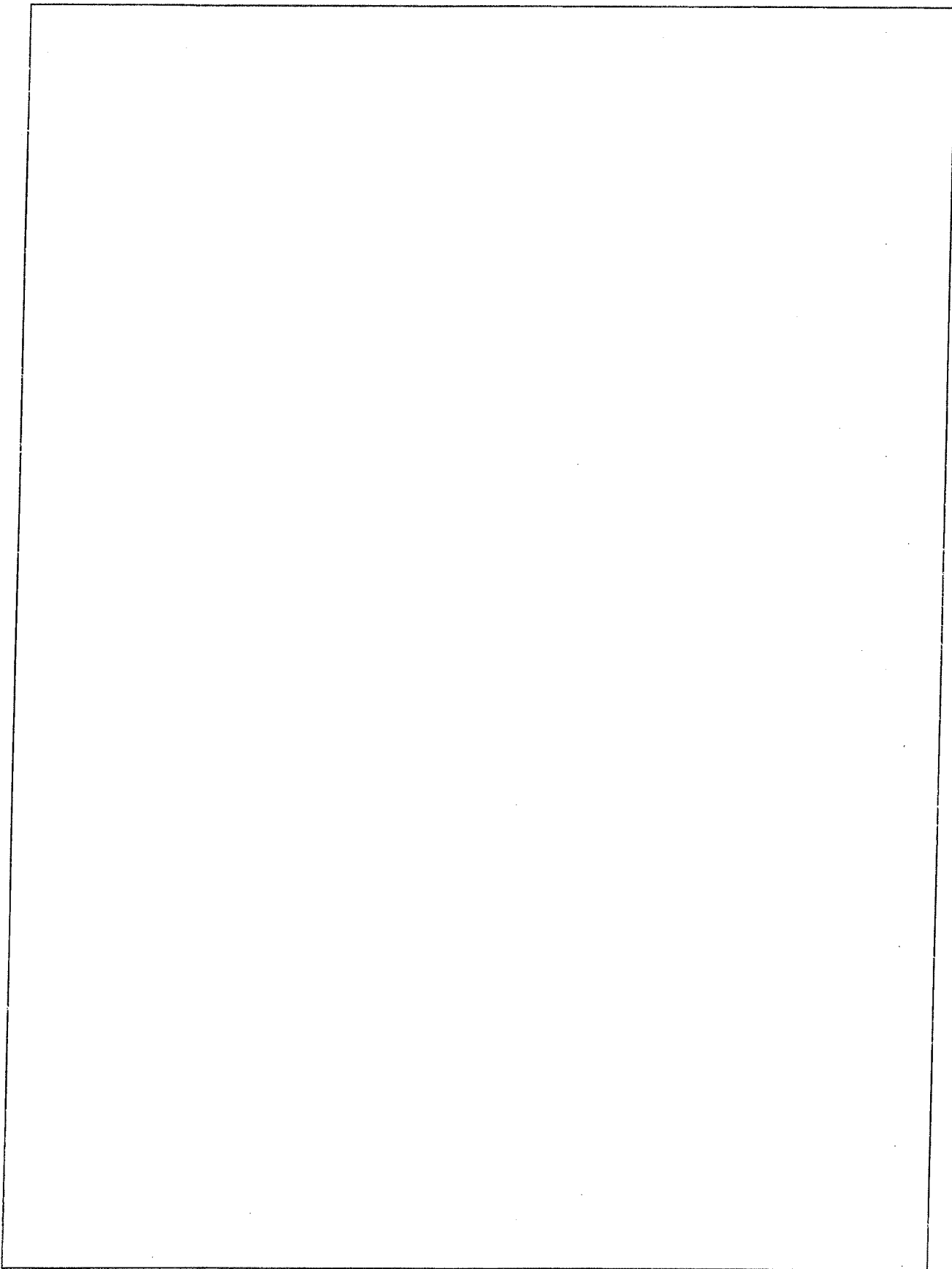
(b) AMOUNT OF FEES

Amount (177 Swiss francs) x 1 (per international registration mentioned in item I) **Grand total (Swiss francs)** 177

(c) METHOD OF PAYMENT

Identity of the party effecting the payment:

Payment received and acknowledged by WIPO	<input type="checkbox"/>	WIPO receipt number
Payment made to WIPO bank account IBAN No. CH51 0483 5048 7080 8100 0 Crédit Suisse, CH-1211 Geneva 70 Swift/BIC: CRESCHZZ80A	<input type="checkbox"/>	Payment identification dd/mm/yyyy
Payment made to WIPO postal account (within Europe only) IBAN No. CH03 0900 0000 1200 5000 8 Swift/BIC: POFICHBE	<input type="checkbox"/>	Payment identification dd/mm/yyyy



MM5(E) - January 2017