

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM456377

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

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Elie Tahari		12/28/2017	INDIVIDUAL: UNITED STATES
Elie Tahari, Ltd.		12/28/2017	Limited Corporation: DELAWARE

RECEIVING PARTY DATA

Name:	TBH Brand Holdings LLC
Street Address:	240 Madison Avenue
Internal Address:	15th Floor
City:	New York
State/Country:	NEW YORK
Postal Code:	10016
Entity Type:	Limited Liability Company: NEW YORK

PROPERTY NUMBERS Total: 29

Property Type	Number	Word Mark
Registration Number:	3370452	STUDIO TAHARI
Registration Number:	3091292	STUDIO TAHARI
Registration Number:	4060779	T TAHARI
Registration Number:	3350460	T TAHARI
Registration Number:	4292672	T TAHARI
Registration Number:	4642032	T TAHARI
Registration Number:	4348189	T TAHARI
Registration Number:	3447086	T TAHARI
Serial Number:	87529249	TAHARI
Registration Number:	4151805	TAHARI
Registration Number:	4556288	TAHARI
Registration Number:	4159227	TAHARI
Registration Number:	4026403	TAHARI
Registration Number:	3304885	TAHARI
Registration Number:	4533838	TAHARI
Registration Number:	4526225	TAHARI
Registration Number:	4526267	TAHARI

TRADEMARK

Property Type	Number	Word Mark
Registration Number:	1489405	TAHARI
Registration Number:	1814977	TAHARI
Registration Number:	4762045	TAHARI
Registration Number:	4495180	TAHARI
Registration Number:	4514954	TAHARI
Registration Number:	4195043	TAHARI
Registration Number:	4557311	TAHARI
Registration Number:	4557382	TAHARI
Registration Number:	4557310	TAHARI
Registration Number:	4637892	TAHARI
Registration Number:	4088498	TAHARI
Registration Number:	4039675	TAHARI WOMAN

CORRESPONDENCE DATA

Fax Number: 5168690991

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: 516-869-6422

Email: legalsiegal@aol.com

Correspondent Name: Laura B. Siegal

Address Line 1: 39 Chestnut Road

Address Line 4: Manhasset, NEW YORK 11030

NAME OF SUBMITTER: Laura B. Siegal

SIGNATURE: /Laura B. Siegal/

DATE SIGNED: 12/31/2017

Total Attachments: 13

source=TBH Brand - Assmt. (U.S. - exec.)#page1.tif
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ASSIGNMENT OF TRADEMARK (U.S.)

THIS AGREEMENT (this "Assignment") is made effective as December 28, 2017 (the "Effective Date"), by and among ELIE TAHARI, LTD., a Delaware corporation, TAHARI LICENSING, LLC, a New York limited liability company, ET TRADEMARK LLC, a New York limited liability company, ELIE TAHARI, an individual (collectively, "ASSIGNORS"), each with an address at 510 Fifth Avenue, 5th Floor, New York, New York 10036, and TBH BRAND HOLDINGS LLC, a New York limited liability company, with an address at 240 Madison Avenue, 15th Floor, New York, New York 10016 (collectively, "ASSIGNORS"), and TBH BRAND HOLDINGS LLC, a New York limited liability company, and its successors, assigns and legal representatives ("ASSIGNEE").

WHEREAS, ASSIGNORS are the exclusive owners of, and have adopted and used, the trademarks listed in Appendix A (the "Trademarks"); and

WHEREAS, ASSIGNEE is desirous of acquiring the Trademarks;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, and intending to be legally bound hereby:

ASSIGNORS do hereby assign, sell and transfer to ASSIGNEE, its successors and assigns, all right, title and interest in, under, and to the said marks and the applications and registrations set forth on Appendix A, together with the goodwill of the business connected with the use thereof and symbolized thereby.

ASSIGNORS further hereby agree that ASSIGNEE shall have the right to record this instrument of assignment in the Patent and Trademark Offices or similar offices or authorities in the United States of America so as to establish ASSIGNEE as owner of record of the Trademarks.

ASSIGNORS further agree, at the request of ASSIGNEE and without charge or cost to ASSIGNEE, promptly to (i) execute and have executed and cause affiliates to execute any and all other documents of any kind whatsoever, and to provide whatever information may be required to carry out the terms and intent of this Assignment; and (ii) fully cooperate with ASSIGNEE, as reasonably required, to enable ASSIGNEE to duly record this instrument of assignment with the respective Patent and Trademark Offices or similar offices or authorities in the United States of America so that ASSIGNEE's ownership of the Trademarks is duly made of record.

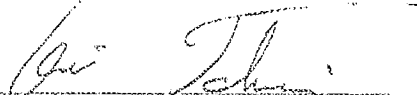
This Assignment shall be binding upon and inure to the benefit of the parties hereto, and their successors and assigns.

-Signature Page Follows-

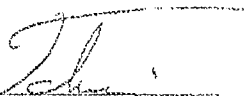
IN TESTIMONY WHEREOF, ASSIGNORS and ASSIGNEE have caused this Assignment to be executed by their duly authorized officers as of the Effective Date.

ASSIGNORS:


ELIE TAHARI, LTD.


By: 
Name: Elie Tahari
Title:

TAHARI LICENSING, LLC

By: 
Name: Elie Tahari
Title:


ET TRADEMARK LLC

By: 
Name: Elie Tahari
Title:


Name: Elie Tahari

ASSIGNEE:

TBH BRAND HOLDINGS LLC

By: 
Name: Elie Tahari
Title:

147791.00103/105395487v.1

APPENDIX A

Trademark: STUDIO TAHARI
Without Priority
Registered/Granted

United States
Word Mark

TM7750US15

Applicant/Registrant

Elie Tahari, Ltd

Diary:

Application Date	11/4/2005	Application No.	78747845
Date Created	10/12/2017	Next Renewal	1/15/2018
Registration Date	1/15/2008	Registration No.	3370452

Class

25

Trademark: STUDIO TAHARI
Without Priority
Registered/Granted

United States
Word Mark

TM7750US16

Applicant/Registrant

Elie Tahari, Ltd

Diary:

Application Date	7/9/2004	Application No.	78448472
Date Created	10/12/2017	Next Renewal	5/9/2026
Registration Date	5/9/2006	Registration No.	3091292

Class

25

Trademark: T TAHARI
Without Priority
Registered/Granted

United States
Word Mark

TM7811US00

Applicant/Registrant

Elie Tahari, Ltd

Diary:

Application Date	3/3/2010	Application No.	77982564
Case Notes	Registered/Granted	Date Created	7/17/2017
Filing Basis	1(a) Use Based	First Use	9/1/2011
First Use in Commerce	8/1/2011	Next Renewal	11/22/2021
Publication Date	5/4/2010	Registration Date	11/22/2011
Registration No.	4060779	Renewal Start	11/22/2021
Section 8 & 15 Due	11/22/2017	SOU Filed	3/8/2011

Class

14

Trademark: T TAHARI
Without Priority
Registered/Granted

United States
Word Mark

TM7750US17

Applicant/Registrant
Eke Tahari, Ltd

Diary:

Application Date	2/7/2006	Application No	76979212
Case Notes	8&15 Accepted	Date Created	10/12/2017
Filing Basis	1(a) Use Based	Next Renewal	12/4/2017
Publication Date	1/30/2007	Registration Date	12/4/2007
Registration No.	3350460	Renewal Start	12/4/2017
Section 8 & 15 Accepted	1/17/2013	Section 8 & 15 Due	12/4/2013
Section 8 & 15 Filed	12/21/2012		

Class

25

Trademark: T TAHARI
Without Priority
Registered/Granted

United States
Word Mark

TM7750US18

Applicant/Registrant
Eke Tahari, Ltd.

Diary:

Application Date	3/3/2010	Application No.	77963494
Date Created	10/12/2017	Next Renewal	2/19/2023
Registration Date	2/19/2013	Registration No	4292672

Class

18

Trademark: T TAHARI
Without Priority
Registered/Granted

United States
Word Mark

TM7750US19

Applicant/Registrant
Eke Tahari, Ltd.

Diary:

Application Date	6/24/2013	Application No.	85968467
Date Created	10/12/2017	Next Renewal	11/18/2024
Registration Date	11/18/2014	Registration No.	4642632

Class

25

Trademark: T TAHARI
Without Priority
Registered/Granted

United States
Word Mark

TM7750US20

Applicant/Registrant

Elie Tahari, Ltd.

Diary:

Application Date	6/12/2012	Application No	85979046
Date Created	10/12/2017	Next Renewal	6/4/2023
Registration Date	6/4/2013	Registration No.	4348189

Class

18

Trademark: T TAHARI
Without Priority
Registered/Granted

United States
Word Mark

TM7750US21

Applicant/Registrant

Elie Tahari, Ltd.

Diary:

Application Date	2/7/2006	Application No	7890044
Date Created	10/12/2017	Next Renewal	6/10/2018
Registration Date	6/10/2008	Registration No	3447086

Class

25

Trademark: T TAHARI SPORT
ITU - Without Priority
Pending

United States
Word Mark

TM7588US00

Applicant/Registrant

Elie Tahari, Ltd

Diary:

1st OA Mail Date	10/11/2017	Application Date	6/29/2017
Application form type	TEAS Plus	Application No	87511658
Date Created	7/5/2017	Filing Basis	1 (b) ITU Based
Office Action Due	4/11/2018		

Class

25

Trademark: TAHARI
Without Priority
Published

United States
Word Mark

TM7609US00

Applicant/Registrant

Elio Tahari, Ltd.

Diary:

Application Date	7/14/2017	Application form type	TEAS Plus
Application No.	87529249	Date Created	7/17/2017
Filing Basis	1(a) Use Based	Publication Date	11/21/2017

Class

14

Trademark: TAHARI
Without Priority
Registered/Granted

United States
Word Mark

TM7609US01

Applicant/Registrant

Elio Tahari, Ltd.

Diary:

Application Date	8/3/2010	Application No.	85976557
Case Notes	Registered/Granted	Date Created	10/16/2017
Filing Basis	1(a) Use Based	Next Renewal	5/29/2022
Publication Date	2/15/2011	Registration Date	5/29/2012
Registration No.	4151805	Renewal Start	5/29/2022
Section 8 & 15 Due	5/29/2018		

Class

4 11 16 20 21 24

Trademark: TAHARI
Without Priority
Registered/Granted

United States
Word Mark

TM7823US00

Applicant/Registrant

Elio Tahari, Ltd.

Diary:

Application Date	9/12/2011	Application No.	85420552
Case Notes	Registered/Granted	Date Created	7/17/2017
Filing Basis	1(a) Use Based	First Use	11/25/2013
First Use in Commerce	11/25/2013	Next Renewal	6/24/2024
Publication Date	2/21/2012	Registration Date	6/24/2014
Registration No.	4556288	Renewal Start	6/24/2024
Section 8 & 15 Due	6/24/2020	SOJ Filed	4/8/2014

Class

14

Trademark: TAHARI
Without Priority
Registered/Granted

United States
Word Mark

TM7699US00

Applicant/Registrant
Ele Tahari, Ltd

Diary:

Application Date	7/28/2011	Application No.	85976510
Case Notes	Registered/Granted	Date Created	9/6/2017
Filing Basis	1(a) Use Based	First Use	11/1/2011
First Use in Commerce	11/1/2011	Next Renewal	6/12/2022
Publication Date	11/29/2011	Registration Date	6/12/2012
Registration No.	4159227	Renewal Start	6/12/2022
Section 8 & *5 Due	6/12/2018	SOU Filed	3/8/2012

Class

20 21 24

Trademark: TAHARI
Without Priority
Registered/Granted

United States
Word Mark

TM7750US22

Applicant/Registrant
Ele Tahari, Ltd

Diary:

Application Date	11/27/2007	Application No.	77337897
Date Created	10/12/2017	Next Renewal	9/13/2021
Registration Date	9/13/2011	Registration No.	4026403

Class

24

Trademark: TAHARI
Without Priority
Registered/Granted

United States
Word Mark

TM7750US23

Applicant/Registrant
Ele Tahari, Ltd

Diary:

Application Date	9/13/2005	Application No.	78978813
Date Created	10/12/2017	Next Renewal	10/2/2027
Registration Date	10/2/2007	Registration No.	3304885

Class

25

Trademark: TAHARI Without Priority Registered/Granted		United States Word Mark	TM7750US24
Applicant/Registrant Elie Tahari, Ltd.			
Diary:			
Application Date	8/3/2010	Application No.	85099134
Date Created	10/12/2017	Next Renewal	5/20/2024
Registration Date	5/20/2014	Registration No.	4533838
Class 16 21			
Trademark: TAHARI Without Priority Registered/Granted		United States Word Mark	TM7750US25
Applicant/Registrant Elie Tahari, Ltd.			
Diary:			
Application Date	2/2/2012	Application No.	85531784
Date Created	10/12/2017	Next Renewal	5/6/2024
Registration Date	5/5/2014	Registration No.	4526225
Class 28			
Trademark: TAHARI Without Priority Registered/Granted		United States Word Mark	TM7750US26
Applicant/Registrant Elie Tahari, Ltd.			
Diary:			
Application Date	3/8/2012	Application No.	85564436
Date Created	10/12/2017	Next Renewal	5/6/2024
Registration Date	5/6/2014	Registration No.	4526267
Class 20 24			
Trademark: TAHARI Without Priority Registered/Granted		United States Word Mark	TM7750US27
Applicant/Registrant Elie Tahari, Ltd.			
Diary:			
Application Date	3/10/1983	Application No.	73416785
Date Created	10/12/2017	Next Renewal	5/24/2018
Registration Date	5/24/1988	Registration No.	1485405
Class 25			

Trademark: TAHARI
Without Priority
Registered/Granted

United States
Word Mark

TM7750US28

Applicant/Registrant
Elie Tahari, Ltd

Diary:

Application Date	9/23/1992	Application No.	74316529
Date Created	10/12/2017	Next Renewal	1/4/2024
Registration Date	1/4/1994	Registration No.	1814977

Class

25

Trademark: TAHARI
Without Priority
Registered/Granted

United States
Word Mark

TM7750US29

Applicant/Registrant
Elie Tahari, Ltd

Diary:

Application Date	4/25/2014	Application No.	86976354
Date Created	10/12/2017	Next Renewal	6/23/2025
Registration Date	6/23/2015	Registration No.	4762045

Class

25

Trademark: TAHARI
Without Priority
Registered/Granted

United States
Word Mark

TM7750US30

Applicant/Registrant
Elie Tahari, Ltd

Diary:

Application Date	7/28/2011	Application No.	85383882
Date Created	10/12/2017	Next Renewal	3/11/2024
Registration Date	3/11/2014	Registration No.	4495180

Class

20

Trademark: TAHARI
Without Priority
Registered/Granted

United States
Word Mark

TM7750US31

Applicant/Registrant
Elie Tahari, Ltd.

Diary:

Application Date	3/14/2011	Application No.	85266529
Date Created	10/12/2017	Next Renewal	4/15/2024
Registration Date	4/15/2014	Registration No.	4514954

Class

21

Trademark: TAHARI
Without Priority
Registered/Granted

United States
Word Mark

TM7750US32

Applicant/Registrant
Elie Tahan, Ltd.

Diary:

Application Date 12/4/2009
Date Created 10/12/2017
Registration Date 8/21/2012

Application No. 77983238
Next Renewal 8/21/2022
Registration No. 4195043

Class
25

Trademark: TAHARI
Without Priority
Registered/Granted

United States
Word Mark

TM7750US33

Applicant/Registrant
Elie Tahari, Ltd.

Diary:

Application Date 6/19/2013
Date Created 10/12/2017
Registration Date 6/24/2014

Application No. 85964158
Next Renewal 6/24/2024
Registration No. 4557311

Class
25

Trademark: TAHARI
Without Priority
Registered/Granted

United States
Word Mark

TM7750US34

Applicant/Registrant
Elie Tahan, Ltd.

Diary:

Application Date 6/19/2013
Date Created 10/12/2017
Registration Date 6/24/2014

Application No. 85981825
Next Renewal 6/24/2024
Registration No. 4557382

Class
14

Trademark: TAHARI
Without Priority
Registered/Granted

United States
Word Mark

TM7750US35

Applicant/Registrant
Elie Tahan, Ltd.

Diary:

Application Date 6/19/2013
Date Created 10/12/2017
Registration Date 6/24/2014

Application No. 85964147
Next Renewal 6/24/2024
Registration No. 4557310

Class
9

Trademark: TAHARI
Without Priority
Registered/Granted

United States
Word Mark

TM7750US36

Applicant/Registrant
Elie Tahari, Ltd.

Diary:

Application Date 3/26/2013
Date Created 10/12/2017
Registration Date 11/11/2014

Application No. 85889164
Next Renewal 11/11/2024
Registration No. 4637892

Class
25

Trademark: TAHARI
Without Priority
Registered/Granted

United States
Word Mark

TM7750US37

Applicant/Registrant
Elie Tahari, Ltd.

Diary:

Application Date 8/3/2010
Date Created 10/12/2017
Registration Date 5/29/2012

Application No. 65976557
Next Renewal 5/29/2022
Registration No. 4151805

Class
4 11 16 20 21 24

Trademark: TAHARI
Without Priority
Registered/Granted

United States
Word Mark

TM7750US38

Applicant/Registrant
Elie Tahari, Ltd.

Diary:

Application Date 12/4/2009
Date Created 10/12/2017
Registration Date 1/17/2012

Application No. 77982712
Next Renewal 1/17/2022
Registration No. 4086498

Class
25

Trademark: TAHARI BOY
ITU - Without Priority

United States
Word Mark

TM7722US02

Applicant/Registrant
Elie Tahari, Ltd.

Diary:

Date Created 9/15/2017

Trademark: TAHARI GIRL
ITU - Without Priority

United States
Word Mark

TM7722US01

Applicant/Registrant
Elie Tahari, Ltd.

Diary:
Date Created 9/15/2017

Trademark: TAHARI HOME
Without Priority

United States
Word Mark

TM7722US00

Applicant/Registrant
Elie Tahari, Ltd.

Diary:
Date Created 9/15/2017

Trademark: TAHARI INTIMATES
ITU - Without Priority

United States
Word Mark

TM7722US05

Applicant/Registrant
Elie Tahari, Ltd.

Diary:
Date Created 9/15/2017

Trademark: TAHARI KIDS
ITU - Without Priority

United States
Word Mark

TM7722US03

Applicant/Registrant
Elie Tahari, Ltd.

Diary:
Date Created 9/15/2017

Trademark: TAHARI LOUNGE
ITU - Without Priority

United States
Word Mark

TM7722US04

Applicant/Registrant
Elie Tahari, Ltd.

Diary:
Date Created 9/15/2017

Trademark: TAHARI SLEEPWEAR
ITU - Without Priority

United States
Word Mark

TM7722US06

Applicant/Registrant
Elie Tahari, Ltd.

Diary:
Date Created 9/15/2017

Trademark: TAHARI SPORT
ITU - Without Priority
Pending

United States
Word Mark

TM7500US00

Applicant/Registrant

Elie Tahari, Ltd

Diary:

1st OA Mail Date 10/10/2017
Application form type TEAS Plus
Date Created 7/5/2017
Office Action Due 4/10/2018

Application Date 5/29/2017
Application No. 87511646
Filing Basis 1 (b) ITU Based

Class

25

Trademark: TAHARI WOMAN
Without Priority
Registered/Granted

United States
Word Mark

TM7750US39

Applicant/Registrant

Elie Tahari, Ltd.

Diary:

Application Date 10/4/2010
Date Created 10/18/2017
Registration Date 10/11/2011

Application No. 85144664
Next Renewal 10/11/2021
Registration No 4039675

Class

25
