

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM456991

<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>
Promgirl, LLC		06/30/2017	Limited Liability Company:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Occasion Brands, LLC		
<b>Street Address:</b>	105 Sleepy Hollow Drive		
<b>City:</b>	Middletown		
<b>State/Country:</b>	DELAWARE		
<b>Postal Code:</b>	19709		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 10</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3912389	MYPROMGIRL	
<b>Registration Number:</b>	4109452	PROMGIRL	
<b>Registration Number:</b>	4476945	ALWAYS WEAR YOUR INVISIBLE CROWN	
<b>Registration Number:</b>	4479855	SIMPLY DRESSES	
<b>Registration Number:</b>	4601335	KEEP CALM AND THINK PROM	
<b>Registration Number:</b>	5129573	THISGIRL	
<b>Registration Number:</b>	5158215	NATIONAL PROM DAY	
<b>Serial Number:</b>	87193737	PROM DOLLARS	
<b>Serial Number:</b>	87193777	PROMADRAMA	
<b>Serial Number:</b>	87193824	QUINCEGIRL	
<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>Email:</b>	rlin@leelinip.com		
<b>Correspondent Name:</b>	Rita H. Lin		
<b>Address Line 1:</b>	347 Fifth Aveune, Suite 1402		
<b>Address Line 4:</b>	New York, NEW YORK 10016		
<b>NAME OF SUBMITTER:</b>	Rita H. Lin		

OP \$265.00 3912389

<b>SIGNATURE:</b>	/Rita H. Lin/
<b>DATE SIGNED:</b>	01/05/2018
<b>Total Attachments: 2</b> source=trademark assignment#page1.tif source=trademark assignment#page2.tif	

**TRADEMARK ASSIGNMENT**

This Trademark Assignment agreement is made by and between

**PROMGIRL, LLC**, a limited liability company located at 1441 Broadway, 21<sup>st</sup> Floor, New York, NY 10018 (the “Assignor”); AND

**OCCASION BRANDS, LLC**, a limited liability company located at 105 Sleepy Hollow Drive, Middletown, DE 19709 (“Assignee”),

WHEREAS, the Assignor is the proprietor and beneficial owner of the registered trademarks and pending applications (the “Marks”) of which the particulars are set forth as follows:

<b>Registered Trademark</b>	<b>Serial Number</b>
MYPROMGIRL	3912389
PROMGIRL	4109452
ALWAYS WEAR YOUR INVISIBLE CROWN	4476945
SIMPLY DRESSES	4479855
KEEP CALM AND THINK PROM	4601335
THISGIRL	5129573
NATIONAL PROM DAY	5158215

<b>Pending Application</b>	<b>Application Number</b>
PROM DOLLARS	87193737
PROMADRAMA	87193777

QUINCEGIRL	87193824
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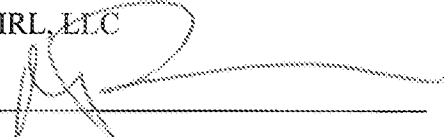
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all right, title and interest in and to the Marks, together with the goodwill of the business symbolized by the Marks.

PROMGIRL, LLC

By: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

  
MATTHEW LEE PROCTOR  
COO