

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM457007

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Butterfly Retail Acquisitions LLC		12/27/2017	Limited Liability Company: NEW YORK
RECEIVING PARTY DATA			
Name:	DCCH Holdings LLC		
Street Address:	1407 Broadway		
Internal Address:	Suite 401		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10018		
Entity Type:	Limited Liability Company: NEW YORK		
PROPERTY NUMBERS Total: 8			
Property Type	Number	Word Mark	
Registration Number:	3636800	DAISY BY DELIA'S	
Registration Number:	1908572	DELIA'S	
Registration Number:	3360344	DELIA'S	
Registration Number:	3392697	DELIA'S	
Registration Number:	2092322	DELIA'S	
Registration Number:	2907137		
Registration Number:	4020123	MALLORY	
Registration Number:	4284281	STYLE GOSSIP	
CORRESPONDENCE DATA			
Fax Number:	2129670500		
<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:	2129670500		
Email:	jeffrey@dweckny.com		
Correspondent Name:	Jeffrey Dweck		
Address Line 1:	43 West 33rd Street		
Address Line 2:	Suite 304		
Address Line 4:	New York, NEW YORK 10001		

OP \$215.00 3636800

NAME OF SUBMITTER:	Jeffrey Dweck
SIGNATURE:	/jeffrey dweck/
DATE SIGNED:	01/05/2018
Total Attachments: 2 source=Trademark Assignments (Butterfly)#page1.tif source=Trademark Assignments (Butterfly)#page2.tif	

ASSIGNMENT OF TRADEMARKS

This Assignment of Trademark is made as of the 27th day of December, 2017, by and between Butterfly Retail Acquisitions LLC, a New York limited liability company with an address at 15 W. 34th Street, New York, NY 10001 ("Assignor") and DCC Holdings LLC, a New York limited liability company with an address at 1407 Broadway, Suite 401, New York, New York 10018 ("Assignee").

WHEREAS, as of the date hereof, the Assignor is the owner of the trademarks, including, without limitation, the trademark applications and/or registrations in the United States Patent and Trademark Office as delineated on Exhibit A annexed hereto (the "Trademarks"); and

WHEREAS, the Assignee is desirous of acquiring the Trademarks, the applications and registrations therefore, and the business and goodwill of the business in connection therewith.

NOW, THEREFORE, the Assignor, for good and valuable consideration, the receipt and sufficiency of which is hereby expressly acknowledged, hereby sells, assigns, conveys and transfers unto Assignee, its successor and assigns, Assignor's entire right, title and interest in and to the Trademarks, applications, and registrations set forth on Exhibit A, together with the business and all goodwill of the business connected with the use of or symbolized by the Trademarks, applications and registrations therefore, including any license, franchise, or distributor agreements, labels and advertising, and Assignor's entire right, title and interest in and to any and all claims and demands it may have, at law or in equity, for past infringement of the Trademarks as well as all rights to damages or profits as of the date hereof and the right to sue for and recover same in Assignee's own name.

IN WITNESS WHEREOF, the Assignor has caused this Assignment of Trademarks to be executed as of the date first written above.

Butterfly Retail Acquisitions LLC

By:

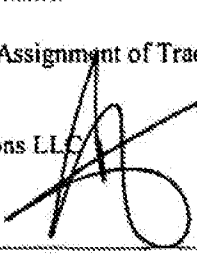

Name: Steven Russo
Title: Authorized Person

Exhibit A

Trademarks

Trademark	Registration #
DAISY BY DELIA'S	3636800
DELIA'S	1908572
DELIA'S	3360344
DELIA'S	3392697
DELIA'S	2092322
Delia's 9 Point Design	2907137
MALLORY	4020123
STYLE GOSSIP	4284281