

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM457486

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL
SEQUENCE:	2

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
TBH-ASL BSA MEMBER LLC		12/29/2017	Limited Liability Company: NEW YORK

RECEIVING PARTY DATA

Name:	TASL BRAND HOLDINGS LLC
Street Address:	16 Bleeker Street
City:	Milburn
State/Country:	NEW JERSEY
Postal Code:	07041
Entity Type:	Limited Liability Company: NEW YORK

PROPERTY NUMBERS Total: 12

Property Type	Number	Word Mark
Registration Number:	4060756	CHELSEA ROSE
Registration Number:	3291655	ISABELLA DEMARCO
Registration Number:	4525218	STRESA
Registration Number:	3205348	TAHARI ARTHUR S. LEVINE
Registration Number:	3350444	TAHARI ASL OPTIONS
Serial Number:	87554633	BEST DRESSED TAHARI ASL
Serial Number:	87503131	GET DRESSED
Serial Number:	87503558	GET DRESSED EASILY
Serial Number:	87593693	HAUTE PETITES BY ARTHUR S. LEVINE
Serial Number:	87593694	HAUTE PETITES BY ASL
Serial Number:	87689691	HAUTE PETITES TAHARI ASL
Serial Number:	87346748	TAHARI ARTHUR S. LEVINE

CORRESPONDENCE DATA

Fax Number: 2122168001

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: 212 216-8000

Email: docket@tarterkrinsky.com

TRADEMARK

Correspondent Name: Amy B. Goldsmith
Address Line 1: c/o Tarter Krinsky & Drogin LLP
Address Line 2: 1350 Broadway
Address Line 4: New York, NEW YORK 10018

ATTORNEY DOCKET NUMBER: 4817 IP194

NAME OF SUBMITTER: Amy B. Goldsmith

SIGNATURE: /Amy B. Goldsmith/

DATE SIGNED: 01/10/2018

Total Attachments: 4

source=01470817#page1.tif

source=01470817#page2.tif

source=01470817#page3.tif

source=01470817#page4.tif

ASSIGNMENT OF TRADEMARK (U.S.)

THIS AGREEMENT (this "Assignment") is made effective as December 21, 2017 (the "Effective Date"), by and between TBH-ASL BSA MEMBER LLC, a New York limited liability company ("ASSIGNOR"), and TASL BRAND HOLDINGS LLC, a New York limited liability company, and its successors, assigns and legal representatives ("ASSIGNEE").

WHEREAS, ASSIGNOR is the owner of, and has 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:

ASSIGNOR does 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.

ASSIGNOR further hereby agrees 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.

ASSIGNOR further agrees, 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, ASSIGNOR and ASSIGNEE have caused this Assignment to be executed by their duly authorized officers as of the Effective Date.

ASSIGNOR:

TBH-ASL BSA MEMBER LLC

By: _____
Name:
Title:

ASSIGNEE:

TASL BRAND HOLDINGS LLC

By: _____
Name:
Title:

APPENDIX A

COUNTRY	MARK	STATUS	REG. NO.	REG. DATE	APPLN NO.	FILED
United States of America	BEST DRESSED TAHARI ASL	Pending			87554633	Aug 3, 2017
United States of America	CHELSEA ROSE	Reg.	4060756	Nov 22, 2011	77967438	Mar 24, 2010
United States of America	GET DRESSED	Pending			87503131	Jun 23, 2017
United States of America	GET DRESSED EASILY	Pending			87503558	Jun 23, 2017
United States of America	HAUTE PETITES BY ARTHUR S. LEVINE	Pending			87593693	Sep 1, 2017
United States of America	HAUTE PETITES BY ASL	Pending			87593694	Sep 1, 2017
United States of America	HAUTE PETITES TAHARI ASL	Pending			87689691	Nov 17, 2017
United States of America	ISABELL A DEMARCO	Reg.	3291655	Sep 11, 2007	78590716	Mar 18, 2005
United States of America	STRESA	Reg.	4525218	May 6, 2014	86051890	Aug 29, 2013
United States of America	TAHARI ARTHUR S. LEVINE	Pending			87346748	Feb 23, 2017

COUNTRY	MARK	STATUS	REG. NO.	REG. DATE	APPLN NO.	FILED
United States of America	TAHARI ARTHUR S. LEVINE	Reg.	3205348	Feb 6, 2007	78724562	Sep 30, 2005
United States of America	TAHARI ASL OPTIONS	Reg.	3350444	Dec 4, 2007	78979042	Sep 30, 2005

147791.00104/106453272v.1

RECORDED: 01/10/2018

TRADEMARK
REEL: 006246 FRAME: 0610