

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM464098

<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>
San Francisco Mercantile Company, Inc.		02/09/2018	Corporation: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Charles Komar & Sons, Inc.		
<b>Street Address:</b>	90 Hudson Street		
<b>City:</b>	Jersey City		
<b>State/Country:</b>	NEW JERSEY		
<b>Postal Code:</b>	07302		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>PROPERTY NUMBERS Total: 22</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3844573	CLASSICS BY EILEEN WEST	
<b>Registration Number:</b>	3514279	EILEEN WEST	
<b>Registration Number:</b>	1900604	EILEEN WEST	
<b>Registration Number:</b>	1902757	EILEEN WEST	
<b>Registration Number:</b>	1470701	EILEEN WEST	
<b>Registration Number:</b>	1494607	EILEEN WEST	
<b>Registration Number:</b>	1955570	EILEEN WEST	
<b>Registration Number:</b>	1431188	EILEEN WEST	
<b>Registration Number:</b>	1463600	EW	
<b>Registration Number:</b>	1508614		
<b>Registration Number:</b>	2792719	E.W. STUDIO AN EILEEN WEST COMPANY	
<b>Registration Number:</b>	0946385	LANZ	
<b>Registration Number:</b>	1184867	LANZ OF SALZBURG	
<b>Registration Number:</b>	1518996	LANZ OF SALZBURG	
<b>Registration Number:</b>	4604076	LANZ OF SALZBURG	
<b>Registration Number:</b>	3751906	LANZ ORIGINALS	
<b>Registration Number:</b>	4604075	LANZ ORIGINALS	
<b>Registration Number:</b>	1260053	QUEEN ANNE'S LACE	
<b>Registration Number:</b>	2906927	QUEEN ANNE'S LACE	
<b>TRADEMARK</b>			

OP \$565.00 3844573

Property Type	Number	Word Mark
Registration Number:	1891176	VIENNA NIGHTS
Serial Number:	86650965	EILEEN WEST
Serial Number:	86650978	RADIANT SPIRIT BY EILEEN WEST

**CORRESPONDENCE DATA**

Fax Number: 9087257088  
*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: 9087225640  
Email: officeactions@br-tmlaw.com  
Correspondent Name: Stephen L. Baker  
Address Line 1: 92 East Main Street  
Address Line 2: Suite 302  
Address Line 4: SOMERVILLE, NEW JERSEY 08876

ATTORNEY DOCKET NUMBER:	slb 3.2.18.3
NAME OF SUBMITTER:	Stephen L. Baker
SIGNATURE:	/Stephen L. Baker/
DATE SIGNED:	03/02/2018

**Total Attachments: 2**  
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ASSIGNMENT OF U.S. TRADEMARK,  
U.S. TRADEMARK REGISTRATION, AND  
THE GOODWILL ASSOCIATED THEREWITH

WHEREAS, San Francisco Mercantile Company, Inc. a corporation organized under the laws of the State of California, having an address of 2222 Palou Avenue, San Francisco, California 94124 has adopted, used and is using the following marks which are registered in the U.S. Patent and Trademark Office as follows:

MARK	REG. NO.	ISSUED
CLASSICS BY EILEEN WEST	3844573	Sept. 7, 2010
EILEEN WEST	3514279	Oct. 7, 2008
EILEEN WEST	1900604	June 20, 1995
EILEEN WEST	1902757	July 4, 1995
EILEEN WEST	1470701	Dec. 29, 1987
EILEEN WEST	1494807	June 28, 1988
EILEEN WEST	1955570	Feb. 13, 1996
EILEEN WEST  (Eileen West & EW Design)	1431188	March 3, 1987
 (EW Design)	1463600	Nov. 3, 1987
 (EW Design)	1508614	Oct. 11, 1988
E.W. STUDIO AN EILEEN WEST COMPANY	2792719	Dec. 9, 2003
LANZ	0946385	Oct. 31, 1972
LANZ ORIGINALS	3751906	Feb. 23, 2010
LANZ OF SALZBURG	1184867	Jan. 5, 1982
LANZ OF SALZBURG	1518996	Jan. 3, 1989
LANZ OF SALZBURG	4604076	Sept. 16, 2014

LANZ ORIGINALS	3751906	Feb. 23, 2010
LANZ ORIGINALS	4604075	Sept. 16, 2014
QUEEN ANNE'S LACE	1260053	Dec. 6, 1983
QUEEN ANNE'S LACE	2906927	Nov. 30, 2004
VIENNA NIGHTS	1891176	April 25, 1995

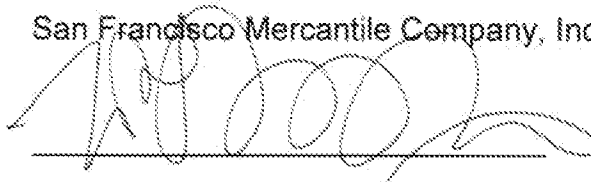
MARK	APP. NO.	APPLICATION DATE
EILEEN WEST	86650965	June 3, 2015
RADIANT SPIRIT BY EILEEN WEST	86650978	June 3, 2015

WHEREAS, Charles Komar & Sons, Inc. a Corporation organized under the laws of the State of Delaware, having an address of 90 Hudson Street, Jersey City NJ 07302, is desirous of acquiring said marks, the registrations therefor, and the goodwill association therewith; and

WHEREAS, Charles Komar & Sons, Inc. is successor to that portion of San Francisco Mercantile Company, Inc.'s business to which the pending application pertain;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, San Francisco Mercantile Company, Inc. does hereby assign Charles Komar & Sons, Inc all right, title and interest in and to said marks, the registrations therefor, and the goodwill association therewith.

San Francisco Mercantile Company, Inc.



Name: William Lancy Thornton  
 Title: President

February 9, 2018