

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM473676

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
L & M Direct LLC		10/05/2016	Limited Liability Company: NEW YORK
RECEIVING PARTY DATA			
Name:	Rosenthal & Rosenthal, Inc.		
Street Address:	1370 Broadway		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10018		
Entity Type:	Corporation: NEW YORK		
PROPERTY NUMBERS Total: 7			
Property Type	Number	Word Mark	
Serial Number:	86933820	ELLE & JAE GYPSET	
Serial Number:	86764895	T-SHIRT & JEANS	
Registration Number:	4815577	T-SHIRT & JEANS	
Registration Number:	4990111	YOUR VIBE ATTRACTS YOUR TRIBE.	
Registration Number:	3656711	FOLEY & CORINNA	
Registration Number:	3646036	FOLEY & CORINNA	
Registration Number:	3646035	FOLEY & CORINNA	
CORRESPONDENCE DATA			
Fax Number:	2024083141		
<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:	2024083141		
Email:	jean.paterson@cscglobal.com		
Correspondent Name:	CSC		
Address Line 1:	1090 Vermont Avenue, NW		
Address Line 4:	Washington, D.C. 20005		
ATTORNEY DOCKET NUMBER:	204866		
NAME OF SUBMITTER:	Jean Paterson		
SIGNATURE:	/jep/		

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DATE SIGNED:	05/11/2018
Total Attachments: 2 source=5-11-18 LM Direct-TM#page1.tif source=5-11-18 LM Direct-TM#page2.tif	

SECURITY INTEREST

WHEREAS, L & M DIRECT LLC, a limited liability company formed under the laws of the State of New York located at 48 W. 37th Street, 18th Fl, New York, NY 10018 (the "Company"), has adopted, used and is using the marks annexed hereto as Schedule A (the "Marks"), and

WHEREAS, the Company is obligated to Rosenthal & Rosenthal, Inc. (the "Factor") located at 1370 Broadway, New York, New York 10018, pursuant to a Factoring Agreement dated September 30, 2014, as amended and/or supplemented (the "Factoring Agreement"); and

WHEREAS, the Company is seeking to increase its credit extension pursuant to the Factoring Agreement, and the Company is now granting to the Factor a security interest in the Marks, together with the good will of the business symbolized by the Marks;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, the Company does hereby grant to the Factor a security interest in and to the Marks, together with the good will of the business symbolized by the Marks, which security interest shall secure all the Obligations as defined in the Factoring Agreement and in accordance with the terms and provisions thereof.

The Company expressly acknowledges and affirms that the rights and remedies of the Factor with respect to the security interest granted hereby are more fully set forth in the Factoring Agreement.

Dated: October 5, 2016

L & M DIRECT LLC

By:

Name:

Title:

[Handwritten Signature]
Name: *Marcia Jercic*
Title: *President*

STATE OF New York)
ss:
COUNTY OF New York)

On the 5th day of October, in the year 2016, before me, the undersigned, personally appeared Marcia Jercic personally known to me or proved to me on the basis of satisfactory evidence to the individual(s) whose name(s) is (are) subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their capacity (ies), and that by his/her/their signature(s) on the instrument, the individual(s), or the person upon behalf of which the individual(s) acted, executed the instrument.

[Handwritten Signature]
(Signature and Office of Individual taking acknowledgment)

[NOTARY STAMP]

JOSEPH PEPE
Notary Public, State of New York
No 5001377
Qualified in Orange County
Commission Expires Sept. 21, 2017

