

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM473713

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Styles for Less, Inc.		05/08/2018	Corporation:
RECEIVING PARTY DATA			
Name:	Style Ventures LLC		
Street Address:	PO Box 691		
City:	Brick		
State/Country:	NEW JERSEY		
Postal Code:	08723		
Entity Type:	Limited Liability Company: NEW JERSEY		
PROPERTY NUMBERS Total: 13			
Property Type	Number	Word Mark	
Registration Number:	4906253	SHEER KISS BY SFL	
Registration Number:	4956444	WILD HEART BY SFL	
Registration Number:	4835498	LOVE BY SFL	
Registration Number:	4826739	LOVE BY SFL	
Registration Number:	4924182	SHEER DREAMS BY SFL	
Registration Number:	4395470	STYLES FOR LESS	
Registration Number:	4251597	CRUSH BY SFL	
Registration Number:	4398414	STYLES FOR LESS	
Registration Number:	4423142	CHIC BY SFL	
Registration Number:	4418131	HEART THROB BY SFL	
Registration Number:	4227583	SFL	
Registration Number:	4649860	CRAZE BY SFL	
Registration Number:	4516217	CRUSH NIGHTS BY SFL	
CORRESPONDENCE DATA			
Fax Number:			
<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:	2123803623		
Email:	ms@gs2law.com		

OP \$340.00 4906253

Correspondent Name: Michael Steinmetz
Address Line 1: 164 West 25th Street, Suite 11R
Address Line 4: New York, NEW YORK 10001

NAME OF SUBMITTER: Michael Steinmetz

SIGNATURE: /Michael Steinmetz/

DATE SIGNED: 05/11/2018

Total Attachments: 3

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Trademark Assignment

WHEREAS, STYLES FOR LESS, INC., a California corporation having an address of 620 Via Lido Street, Newport Beach, California 92663 ("Assignor"), has adopted, owns and is using the following Marks (collectively the "Marks"):

1. Registration No. 4906253, "Sheer Kiss By SFL" in connection with the following goods and/or services: IC 003. US 001 004 006 050 051 052. G & S: Fragrances, registered on February 23, 2016;
2. Registration No. 4956444, "Wild Heart By SFL" in connection with the following goods and/or services: IC 003. US 001 004 006 050 051 052. G & S: Perfumes; perfumes and colognes; oils for perfumes and scents; liquid perfumes; eau de colognes; eau de perfume; eau de toilette; potpourri; aromatic potpourris, registered on May 10, 2016;
3. Registration No. 4835498, "Love By SFL" in connection with the following goods and/or services: IC 003. US 001 004 006 050 051 052. G & S: Perfumes; Fragrances, registered on October 20, 2015;
4. Registration No. 4826739, "Love By SFL" in connection with the following goods and/or services: IC 003. US 001 004 006 050 051 052. G & S: Perfumes; Fragrances, registered on October 6, 2015;
5. Registration No. 4924182, "Sheer Dreams by SFL" in connection with the following goods and/or services: IC 003. US 001 004 006 050 051 052. G & S: Fragrances; perfume, registered on March 22, 2016;
6. Registration No. 4395470, "Styles For Less" in connection with the following goods and/or services: IC 035. US 100 101 102. G & S: On-line retail store services featuring clothing, clothing accessories and beauty products; Retail store services featuring clothing, clothing accessories and beauty products, registered on September 3, 2013;
7. Registration No. 4251597, "Crush By SFL" in connection with the following goods and/or services: IC 003. US 001 004 006 050 051 052. G & S: Fragrance; Perfumes; Cosmetics, registered on November 27, 2012;
8. Registration No. 4398414, "Styles For Less" in connection with the following goods and/or services: IC 035. US 100 101 102. G & S: Retail stores featuring women's clothing, registered on September 10, 2013;

9. Registration No. 4423142, "Chic By SFL" in connection with the following goods and/or services: IC 003. US 001 004 006 050 051 052. G & S: Perfumes and colognes, registered on October 22, 2013;

10. Registration No. 4418131, "Heart Throb By SFL" in connection with the following goods and/or services: IC 003. US 001 004 006 050 051 052. G & S: Fragrances; perfumes, registered on October 15, 2013;

11. Registration No. 4227583, "SFL" in connection with the following goods and/or services: IC 003. US 001 004 006 050 051 052. G & S: Cosmetic preparations; Make-up; Potpourri; perfumes; Colognes, registered on October 16, 2012;

12. Registration No. 4649860, "Craze By SFL" in connection with the following goods and/or services: IC 003. US 001 004 006 050 051 052. G & S: Fragrance; Perfumes; Cosmetics, registered on December 2, 2014; and

13. Registration No. 4516217, "Crush Nights By SFL" in connection with the following goods and/or services: IC 003. US 001 004 006 050 051 052. G & S: Fragrance; Perfumes; Cosmetics, registered on April 15, 2014.

WHEREAS, Assignor owns the federal registrations for the Marks on the Principal Register of the United States Patent and Trademark Office in connection with the goods and/or services identified therein; and

WHEREAS, STYLE VENTURES LLC, a New Jersey limited liability company having an address of PO Box 691, Brick, New Jersey 08723 ("Assignee"), desires to acquire the Marks and the above-referenced Registrations;

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NOW, THEREFORE, for good and valuable consideration, Assignor hereby sells, assigns and transfers to Assignee all rights, title and interest in and to the Marks, together with the goodwill of the business symbolized by the Marks, and the registration thereof; and together with all claims for damages by reason of infringement of the Marks, with the right to sue for and collect the same. Assignor hereby agrees to execute any further papers necessary to secure Assignee in its full and complete enjoyment of its rights to the Marks. Assignor hereby covenants that it has the full authority to convey the entire interest herein assigned and hereby authorizes and requests that the appropriate Trademark Office authority direct all further correspondence related to the Marks to the Assignee.

Assignor: Styles for Less, Inc.

By: 

Title:

Dated: May 8, 2018