

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM520806

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	SECURITY INTEREST		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Ariela and Associates International LLC		03/27/2019	Limited Liability Company: NEW YORK
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Wells Fargo Bank, National Association		
<b>Street Address:</b>	One South Broad Street		
<b>Internal Address:</b>	3rd Floor		
<b>City:</b>	Philadelphia		
<b>State/Country:</b>	PENNSYLVANIA		
<b>Postal Code:</b>	19107		
<b>Entity Type:</b>	National Banking Association: UNITED STATES		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3507203	SMART & SEXY	
<b>Registration Number:</b>	4384091	SMART & SEXY	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2158325619		
<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>			
<b>Phone:</b>	2155695619		
<b>Email:</b>	pecsenye@blankrome.com		
<b>Correspondent Name:</b>	Timothy D. Pecsénye		
<b>Address Line 1:</b>	One Logan Square		
<b>Address Line 2:</b>	8th Floor		
<b>Address Line 4:</b>	Philadelphia, PENNSYLVANIA 19103		
<b>ATTORNEY DOCKET NUMBER:</b>	107337-01166		
<b>NAME OF SUBMITTER:</b>	Timothy D. Pecsénye		
<b>SIGNATURE:</b>	/Timothy D. Pecsénye/		
<b>DATE SIGNED:</b>	04/25/2019		
<b>Total Attachments: 4</b>			
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NOTICE  
OF  
GRANT OF SECURITY INTEREST  
IN  
TRADEMARKS

March 27, 2019

United States Patent and Trademark Office

Ladies and Gentlemen:

Please be advised that pursuant to the Amended and Restated Loan and Security Agreement dated as of March 15, 2019 (as amended, modified, extended, restated, renewed, replaced, or supplemented from time to time, the "Agreement") and among the Borrowers party thereto (each a "Borrower" and collectively, the "Borrowers") and Wells Fargo Bank, National Association, (the "Bank"), the undersigned Borrower has granted a continuing security interest in and continuing lien upon the trademarks and trademark applications shown on Schedule 1 attached hereto to the Bank.

The undersigned Borrower and the Bank hereby acknowledge and agree that the security interest in the foregoing trademarks and trademark applications (a) may only be terminated in accordance with the terms of the Agreement and (b) is not to be construed as an assignment of any trademark or trademark application.

Borrower hereby authorizes and requests the United States Patent and Trademark Office to record this Notice of Grant of Security Interest in Trademarks.

[Signature Page Follows]

Very truly yours,

ARIELA AND ASSOCIATES INTERNATIONAL LLC

By: 

Name: Ariela Esquenazi

Title: Chief Executive Officer

Acknowledged and Accepted:

WELLS FARGO BANK, NATIONAL ASSOCIATION

By: \_\_\_\_\_

Name: Elizabeth D. Morris

Title: Vice President

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Very truly yours,

ARIELA AND ASSOCIATES INTERNATIONAL LLC

By: \_\_\_\_\_

Name: Ariela Esquenazi

Title: Chief Executive Officer

Acknowledged and Accepted:

WELLS FARGO BANK, NATIONAL ASSOCIATION

By: 

Name: Elizabeth D. Morris

Title: Vice President

Schedule 1

Trademark Registrations

<u>Trademark</u>	<u>Number</u>	<u>Registration Date</u>
SMART & SEXY	3507203	9-30-2008
SMART & SEXY	4384091	8-13-2013