

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM550692

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Joan Vass Brand Holdings LLC		11/21/2019	Limited Liability Company: NEW YORK
RECEIVING PARTY DATA			
Name:	BR Brand Holdings LLC		
Street Address:	240 Madison Avenue		
Internal Address:	15th Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10016		
Entity Type:	Limited Liability Company: NEW YORK		
PROPERTY NUMBERS Total: 8			
Property Type	Number	Word Mark	
Registration Number:	4366860	JOAN VASS	
Registration Number:	5310570	JOAN VASS V	
Registration Number:	5276441	JOAN VASS V	
Registration Number:	5310571	V JOAN VASS	
Registration Number:	5276442	V JOAN VASS	
Registration Number:	1090892	JOAN VASS, N.Y.	
Registration Number:	1356873	JOAN VASS, U.S.A.	
Registration Number:	5419355	JV JOAN VASS NEW YORK	
CORRESPONDENCE DATA			
Fax Number:	5168690991		
<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:	516-869-6422		
Email:	legalsiegal@aol.com		
Correspondent Name:	Laura B. Siegal		
Address Line 1:	39 Chestnut Road		
Address Line 4:	Manhasset, NEW YORK 11030		
NAME OF SUBMITTER:	Laura B. Siegal		

OP \$215.00 4366860

SIGNATURE:	/Laura B. Siegal/
DATE SIGNED:	11/23/2019
Total Attachments: 3 source=BR Brand - Assmt. (JV - US exec.)#page1.tif source=BR Brand - Assmt. (JV - US exec.)#page2.tif source=BR Brand - Assmt. (JV - US exec.)#page3.tif	

UNITED STATES

TRADEMARK ASSIGNMENT

WHEREAS, **JOAN VASS BRAND HOLDINGS LLC**, a limited liability company organized and existing under the laws of the State of New York, located at 240 Madison Avenue, 15th Floor, New York, New York 10016 (the "Assignor"), own the trademarks listed in Appendix A in the United States (the "Trademarks").

WHEREAS, **BR BRAND HOLDINGS LLC**, a limited liability company organized and existing under the laws of the State of New York, located at 240 Madison Avenue, 15th Floor, New York, New York 10016 (the "Assignee"), is desirous of acquiring the Trademarks;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee its rights, title and interest in and to the Trademarks together with the goodwill of the business symbolized by said Trademarks. In addition, Assignor hereby assigns to Assignee its portion of the ongoing and existing business to which the marks pertain.

Signed this 21st day of November, 2019.

JOAN VASS BRAND HOLDINGS LLC

By:

Name: Joseph Gabbay
Title: Manager

TRADEMARK
REEL: 006803 FRAME: 0078

Appendix A

JOAN VASS, Reg. No. 4366860

JOAN VASS V, Reg. No. 5310570

JOAN VASS V, Reg. No. 5276441

V JOAN VASS, Reg. No. 5310571

V JOAN VASS, Reg. No. 5276442

JOAN VASS, N.Y., Reg. No. 1090892

JOAN VASS, U.S.A., Reg. No. 1356873

JV JOAN VASS NEW YORK, Reg. No. 5419355

