

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM555408

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	Security Agreement

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
DVF Studio, LLC		12/26/2019	Limited Liability Company: DELAWARE

RECEIVING PARTY DATA

Name:	Merchant Factors Corp.
Street Address:	1441 Broadway
Internal Address:	22nd Floor
City:	New York
State/Country:	NEW YORK
Postal Code:	10018
Entity Type:	Corporation: DELAWARE

PROPERTY NUMBERS Total: 35

Property Type	Number	Word Mark
Serial Number:	88117681	DESIGN YOUR LIFE
Registration Number:	2815344	DIANE VON FURSTENBERG
Registration Number:	4747190	DIANE VON FURSTENBERG
Registration Number:	2877401	DIANE VON FURSTENBERG
Registration Number:	3778687	DIANE VON FURSTENBERG
Registration Number:	3216366	DIANE VON FURSTENBERG
Registration Number:	3778630	DIANE VON FURSTENBERG
Registration Number:	3778688	DIANE VON FURSTENBERG
Registration Number:	4042362	DIANE VON FURSTENBERG
Registration Number:	3781750	DIANE VON FURSTENBERG
Registration Number:	2276188	DIANE VON FURSTENBERG
Registration Number:	4218017	DIANE VON FURSTENBERG
Registration Number:	4125766	DIANE VON FURSTENBERG
Registration Number:	3778629	DIANE VON FURSTENBERG
Registration Number:	3778628	DVF
Registration Number:	4738719	DVF
Registration Number:	3636390	DVF
Registration Number:	3719338	DVF

TRADEMARK

Property Type	Number	Word Mark
Registration Number:	4042343	DVF
Registration Number:	3723115	DVF
Registration Number:	3719339	DVF
Registration Number:	4125765	DVF
Registration Number:	1081801	FEEL LIKE A WOMAN, WEAR A DRESS!
Serial Number:	88691244	INCHARGE MEDIA
Serial Number:	88117696	LA PETITE VALISE
Serial Number:	88117689	LA PETITE VALISE
Serial Number:	88117687	LA PETITE VALISE
Serial Number:	88117684	LA PETITE VALISE
Registration Number:	3790637	STUDIO BY DIANE VON FURSTENBERG
Serial Number:	88200114	TALITA
Serial Number:	88200109	TALITA VON
Serial Number:	88200107	TALITA VON FURSTENBERG
Serial Number:	88200108	TVF
Serial Number:	88416857	TVF FOR DVF
Serial Number:	88304686	TVF FOR DVF

CORRESPONDENCE DATA

Fax Number: 8009144240

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: 8007130755

Email: james.murray@wolterskluwer.com

Correspondent Name: CT Corporation

Address Line 1: 4400 Easton Commons Way

Address Line 2: Suite 125

Address Line 4: Columbus, OHIO 43219

NAME OF SUBMITTER:	Leslie Kirsner
SIGNATURE:	/Leslie Kirsner/
DATE SIGNED:	12/31/2019

Total Attachments: 7

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RECORDATION FORM COVER SHEET TRADEMARKS ONLY

To the Director of the U. S. Patent and Trademark Office; Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies):

DVF Studio, LLC

- Individual(s)
- Partnership
- Corporation- State: _____
- Other LLC

Citizenship (see guidelines) Delaware

Additional names of conveying parties attached? Yes No

3. Nature of conveyance/Execution Date(s) :

Execution Date(s) December 26, 2019

- Assignment
- Security Agreement
- Other _____
- Merger
- Change of Name

2. Name and address of receiving party(ies)

Additional names, addressees, or citizenship attached? Yes No

Name: Merchant Factors Corp.

Street Address: 1441 Broadway, 22nd Floor

City: New York

State: New York

Country: USA Zip: 10018

- Individual(s) Citizenship _____
- Association Citizenship _____
- Partnership Citizenship _____
- Limited Partnership Citizenship _____
- Corporation Citizenship Delaware
- Other _____ Citizenship _____

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designations must be a separate document from assignment)

4. Application number(s) or registration number(s) and identification or description of the Trademark.

A. Trademark Application No.(s) _____ Text

See Schedule A attached.

B. Trademark Registration No.(s) _____

See Schedule A attached.

Additional sheet(s) attached? Yes No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

5. Name & address of party to whom correspondence concerning document should be mailed:

Name: Leslie Kirsner c/o Hahn & Hessen LLP

Internal Address: _____

Street Address: 488 Madison Avenue

City: New York

State: New York Zip: 10022

Phone Number: 212-438-7434

Docket Number: _____

Email Address: lkirsner@hahnhausen.com

6. Total number of applications and registrations involved:

35

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ _____

- Authorized to be charged to deposit account
- Enclosed

8. Payment Information:

Deposit Account Number _____

Authorized User Name _____

9. Signature:



Signature

December 31, 2019

Date

Leslie Kirsner

Name of Person Signing

Total number of pages including cover sheet, attachments, and document:

7

**COLLATERAL ASSIGNMENT OF TRADEMARKS
[FOR FILING WITH THE US PATENT AND TRADEMARK OFFICE]**

WHEREAS, DVF Studio, LLC, a limited liability company formed under the laws of Delaware located at 440 West 14th Street, New York, NY 10014 (the "Company"), has adopted, used and is using or intends to use the marks annexed hereto as Schedule A (the "Marks"), and

WHEREAS, the Company is obligated to Merchant Factors Corp. (the "Factor") located at 1441 Broadway, 22nd Floor, New York, New York 10018, pursuant to a Discount Factoring Agreement dated December 26, 2019 (as the same may be amended, restated, modified or supplemented from time to time, the "Factoring Agreement"); and

WHEREAS, as a condition of the Company's right to obtain financing under the Factoring Agreement, the Company is obligated to grant 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, and the various obligations of the Factor and conditions precedent to its exercise of any of such rights and remedies, with respect to the security interest granted hereby are more fully set forth in the Factoring Agreement.

Dated: December 26, 2019

DVF STUDIO, LLC

By: A. Stokoe
Name: Andrew Stokoe
Title: Chief Financial Officer

State of New York)
County of New York), ss:

On the 17th day of Dec, in the year 2019, before me, the undersigned, personally appeared Andrew Stokoe 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.

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

[NOTARY STAMP]

JOSHUA GIGLIANT
Notary Public, State of New York
No. 01637673
Queens County, New York
Commission Expires November 3, 2021

Schedule A-1

DVF Studios, LLC Portfolio of Active U.S. Federal Marks
(As of 12/6/2019)

Mark	Application Number	Application Date	Registration Number	Registration Date	Class(es)
DESIGN YOUR LIFE	88/117681	09/14/2018			25
DIANE VON FURSTENBERG	76/169721	11/22/2000	2815344	02/17/2004	03, 18
DIANE VON FURSTENBERG	86/406952	09/26/2014	4747190	06/02/2015	09
DIANE VON FURSTENBERG	78/259240	06/06/2003	2877401	08/24/2004	09, 14
DIANE VON FURSTENBERG	77/422635	03/14/2008	3778687	04/20/2010	14
DIANE VON FURSTENBERG	78/537886	12/23/2004	3216366	03/06/2007	16
DIANE VON FURSTENBERG	77/369347	01/11/2008	3778630	04/20/2010	18

Mark	Application Number	Application Date	Registration Number	Registration Date	Class(es)
DIANE VON FURSTENBERG	77/422673	03/14/2008	3778688	04/20/2010	18
DIANE VON FURSTENBERG	77/369348	01/11/2008	4042362	10/18/2011	24
DIANE VON FURSTENBERG	77/422676	03/14/2008	3781750	04/27/2010	25
DIANE VON FURSTENBERG	75/574800	10/21/1998	2276188	09/07/1999	25
DIANE VON FURSTENBERG	77/422682	03/14/2008	4218017	10/02/2012	35
DIANE VON FURSTENBERG	77/574907	09/19/2008	4125766	04/10/2012	35
DIANE VON FURSTENBERG	77/369338	01/11/2008	3778629	04/20/2010	09
DVF	77/369337	01/11/2008	3778628	04/20/2010	09
DVF	86/406964	09/26/2014	4738719	05/19/2015	09
DVF	77/422569	03/14/2008	3636390	06/09/2009	14

Mark	Application Number	Application Date	Registration Number	Registration Date	Class(es)
DVF	77/422579	03/14/2008	3719338	12/01/2009	18
DVF	77/334458	11/20/2007	4042343	10/18/2011	24
DVF	77/422590	03/14/2008	3723115	12/08/2009	25
DVF	77/422602	03/14/2008	3719339	12/01/2009	35
DVF	77/574618	09/19/2008	4125765	04/10/2012	35
FEEL LIKE A WOMAN, WEAR A DRESS! (Stylized) 	73/083406	04/05/1976	1081801	01/10/1978	25
INCHARGE MEDIA	88/691244	11/13/2019			09, 35, 38, 41
LA PETITE VALISE	88/117696	09/14/2018			09
LA PETITE VALISE	88/117689	09/14/2018			14

Mark	Application Number	Application Date	Registration Number	Registration Date	Class(es)
LA PETITE VALISE	88/117687	09/14/2018			18
LA PETITE VALISE	88/117684	09/14/2018			25
STUDIO BY DIANE VON FURSTENBERG	77/365371	01/07/2008	3790637	05/18/2010	18
TALITA	88/200114	11/19/2018			03, 09, 14, 18, 25
TALITA VON	88/200109	11/19/2018			03, 09, 14, 18, 25
TALITA VON FURSTENBERG	88/200107	11/19/2018			03, 09, 14, 18, 25
TVF	88/200108	11/19/2018			03, 09, 14, 18, 25
TVF FOR DVF	88/416857	05/06/2019			03
TVF FOR DVF	88/304686	02/17/2019			09, 14, 18, 25