

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM558564

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Exceptional Parfums, LLC		01/22/2020	Limited Liability Company: NEW YORK
RECEIVING PARTY DATA			
Name:	Fragrancenet.com, Inc.		
Street Address:	900 Grand Blvd.		
City:	Deer Park		
State/Country:	NEW YORK		
Postal Code:	11729		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	5961885	HAUTE VIE	
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>			
Email:	msarney@moritthock.com		
Correspondent Name:	Michael F. Sarney		
Address Line 1:	1407 Broadway		
Address Line 2:	Moritt Hock & Hamroff LLP, 39th Floor		
Address Line 4:	New York, NEW YORK 10018		
ATTORNEY DOCKET NUMBER:	M-7234.003.022		
NAME OF SUBMITTER:	Michael F. Sarney		
SIGNATURE:	/mfs/		
DATE SIGNED:	01/22/2020		
Total Attachments: 2			
source=Haute Vie Assignment#page1.tif			
source=Haute Vie Assignment#page2.tif			

CH \$40.00 5961885

ASSIGNMENT OF TRADEMARKS

WHEREAS, Exceptional Parfums, LLC, a limited liability company organized under the laws of the State of New York ("Assignor"), is the owner of the entire right, title and interest in and to the trademarks, and all registrations and pending applications therefore listed in Schedule A hereto and made a part hereof (collectively, the "Scheduled Marks"), and the priority rights associated therewith; and

WHEREAS, the said Assignor desires to transfer, assign, convey, deliver, set over and vest all of said right, title and interest in the Scheduled Marks, to Fragrancenet.com, Inc., a Delaware corporation, having a place of business located at 900 Grand Blvd., Deer Park, NY 11729 ("Assignee"); and

WHEREAS, Assignee desires to receive from Assignor all of said, right, title and interest in the Scheduled Marks;

NOW THEREFORE, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, Assignor does hereby assign, convey, transfer, deliver, set over and vest to and in Assignee, its successors and assigns, absolutely and forever, its entire right, title, and interest, whether statutory or common law, in and to the Scheduled Marks, and all the rights and privileges related thereto, including but not limited to the priority rights arising from the use thereof and the applications and registrations therefore, the right to recover and take all such proceedings as may be necessary for the recovery of damages or otherwise in respect of past, present and future infringement and dilution, together with that part of the goodwill of the business connected with the use of and symbolized by the Scheduled Marks.

Assignor agrees to execute such further papers and do such other acts as may be necessary to obtain or assign the Scheduled Marks, including but not limited to, any acts which may be necessary, desirable or convenient for claiming said priority rights and perfecting Assignee's title in the Scheduled Marks.

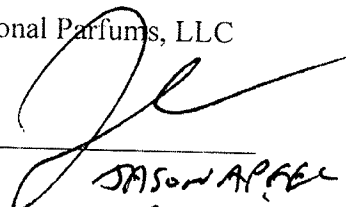
IN WITNESS WHEREOF, Assignor has caused this Assignment of Trademarks to be executed and delivered as of this 22 day of January, 2020.

Exceptional Parfums, LLC

By: _____

Name:

Title:


JASON APPLE
PRESIDENT

TRADEMARK

REEL: 006843 FRAME: 0187

SCHEDULE A

<u>Mark</u>	<u>Registration No.</u>	<u>Country</u>
HAUTE VIE	5961885	United States

2150561v1