

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM685846

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
LUXE Brands, Inc.		10/27/2021	Corporation: FLORIDA
RECEIVING PARTY DATA			
Name:	SA Designer Parfums Limited		
Street Address:	Amertrans Park		
Internal Address:	Bushey Mill Lane		
City:	Watford		
State/Country:	UNITED KINGDOM		
Postal Code:	WD24 7JG		
Entity Type:	Private Limited Company: UNITED KINGDOM		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	5498841	EXOTIC BREEZE	
Registration Number:	5172995	GOLDEN PARADISE	
Registration Number:	5172994	ISLAND RESORT	
Registration Number:	5168213	SUMMER DREAMS	
CORRESPONDENCE DATA			
Fax Number:	6123329081		
<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:	6123325300		
Email:	jsass@merchantgould.com		
Correspondent Name:	Danielle I. Mattessich		
Address Line 1:	P.O. Box 2910		
Address Line 4:	Minneapolis, MINNESOTA 55402-0910		
ATTORNEY DOCKET NUMBER:	13367.0270USLA		
NAME OF SUBMITTER:	Danielle Mattessich		
SIGNATURE:	/daniellemattessich/		
DATE SIGNED:	11/04/2021		
Total Attachments: 2			

OP \$115.00 5498841

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ASSIGNMENT

This Assignment, effective as of 24 September 2021, is made by LUXE Brands, Inc. ("Assignor"), a corporation organised under the laws of the State of Florida, USA, with a place of business at 6825 West Sunrise Blvd., Plantation, Florida 33313, USA, to SA Designer Parfums Limited ("Assignee"), a private limited company organised under the laws of the United Kingdom, with a place of business at Amertrans Park, Bushey Mill Lane, Watford, WD24 7JG, United Kingdom.

WHEREAS, Assignor owns the trademarks (the "Marks") and the corresponding registrations (the "Registrations") listed on the attached Schedule A;

WHEREAS, Assignee desires to acquire all rights and title to the Marks and the Registrations;

NOW, THEREFORE, in consideration of \$1 and other valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor has sold, assigned, transferred, and set over, and does, by this Assignment, sell, assign, transfer, and set over unto Assignee all rights to the Marks, the Registrations, and including related goodwill, and all claims for damages and profits for past infringement with the right to sue for and collect the same for the use and benefit of Assignee, its successors, assigns, and legal representatives.

This Assignment shall be governed and construed in accordance with the laws of England and Wales and the parties agree that the courts of England and Wales shall have exclusive jurisdiction to settle any dispute or claim under this Assignment.

This Assignment shall be binding upon and inure to the benefit of the each of the parties hereto and their respective successors and assigns.

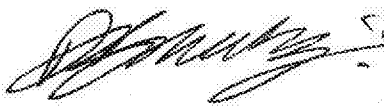
IN WITNESS WHEREOF, Assignor has caused this Assignment to be executed by its duly authorised officer on the date written below:

Date: 10.27.2021



Tony Bajaj, CEO
For and on behalf of ASSIGNOR

Acknowledged and accepted by:



Dilesh Mehta, Director
For and on behalf of ASSIGNEE

Date: 24th September 2021

Schedule A

United States of America

Mark	Class	Registration No.
EXOTIC BREEZE	3	5498841
GOLDEN PARADISE	3	5172995
ISLAND RESORT	3	5172994
SUMMER DREAMS	3	5168213