

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM846625

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
The Fashion Exchange LLC		10/11/2023	Limited Liability Company: NEW YORK
RECEIVING PARTY DATA			
Name:	SK Brands, LLC		
Street Address:	275 Madison Avenue		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10016		
Entity Type:	Limited Liability Company: NEW YORK		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	6019342	SPRING AND MERCER	
Registration Number:	6008281	SPRING + MERCER	
CORRESPONDENCE DATA			
Fax Number:	7326343511		
<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:	7326343520		
Email:	trademarks@ezrasutton.com		
Correspondent Name:	Joseph E. Sutton - Sutton IP Associates		
Address Line 1:	15 West 37th Street		
Address Line 2:	11th Floor		
Address Line 4:	New York, NEW YORK 10018		
NAME OF SUBMITTER:	Joseph E. Sutton		
SIGNATURE:	/JS/		
DATE SIGNED:	10/17/2023		
Total Attachments: 2			
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U.S. TRADEMARK ASSIGNMENT

WHEREAS, The Fashion Exchange, LLC (hereinafter “**Assignor**”), a New York limited liability company, having a place of business at 1 West 34th Street, 5th Floor, New York City, New York 10001, is the latest owner of the entire rights, title, and interest in and to the following trademarks, trademark registrations, and the goodwill associated with the business and marks therewith:

SPRING AND MERCER **U.S. Reg. No. 6,019,342** **Registered: 3/24/2020**

SPRING + MERCER **U.S. Reg. No. 6,008,281** **Registered: 3/10/2020**

WHEREAS, SK Brands, LLC (hereinafter “**Assignee**”), a New York limited liability company, having a place of business at 275 Madison Ave., New York City, New York 10016, is desirous of acquiring the entire rights, title, and interest in and to said trademarks, trademark registrations, and the goodwill of the business associated with such marks;

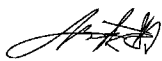
NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, **Assignor** does hereby assign and transfer to **Assignee** all of its rights, title, and interest in and to said trademarks, trademark registrations, together with that part of the goodwill of the business associated with the use of and symbolized by said marks; as well as the right to sue for past infringement. Assignor represents and warrants that it is the sole owner of the marks; that the marks and registrations associated thereof are valid and in full force and effect; and that said marks and registrations are assigned free of any claims, liens, security interests or other encumbrances. Furthermore, Assignor represents and warrants that it has the sole right to use said marks and to the best of the undersigned’s knowledge the marks are not used by any other entity; and said marks do not infringe on the rights of another trademark owner.

Assignor agrees to perform all reasonable and proper acts at the request and expense of **Assignee**, which **Assignee** may require in order to vest all of **Assignor's** rights, title, and interest in and to said trademarks, and trademark registrations in **Assignee** or its successor.

IN WITNESS WHEREOF, I have set my signature herewith:

THE FASHION EXCHANGE, LLC
(Assignor)

Dated: October 11, 2023

By: 

Arvee Claravall,
Vice President