

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM863786

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		11/17/2023	Limited Liability Company: NEW YORK
RECEIVING PARTY DATA			
Name:	SK Brands, LLC		
Street Address:	275 Madison Avenue		
City:	New York City		
State/Country:	NEW YORK		
Postal Code:	10016		
Entity Type:	Limited Liability Company: NEW YORK		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	5693149	CULTURA AZURE	
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:	12/26/2023		
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, 11th Floor, New York City, New York 10001, is the latest owner of the entire rights, title, and interest in and to the following trademark, trademark registration, and the goodwill associated with the business and mark therewith:

CULTURA AZURE **U.S. Reg. No. 5,693,149** **Registered: Mar. 5, 2019**

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 trademark, trademark registration, and the goodwill of the business associated with such mark;

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 trademark, trademark registration, together with that part of the goodwill of the business associated with the use of and symbolized by said mark; as well as the right to sue for past infringement. **Assignor** represents and warrants that it is the sole owner of the mark; that the mark and registration associated thereof are valid and in full force and effect; and that said mark and registration 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 mark and to the best of the undersigned’s

knowledge the mark is not used by any other entity; and said mark does not infringe on the rights of another trademark owner.

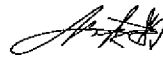
Assignor agrees to perform all reasonable and proper acts at the request and expense of **Assignee**, which **Assignee** may require in order to vest all of **Assignor's** rights, title, and interest in and to said trademark, and trademark registration in **Assignee** or its successor.

IN WITNESS WHEREOF, I have set my signature herewith:

THE FASHION EXCHANGE, LLC
(Assignor)

Dated: November 17th, 2023

By: _____



Arvee Claravall,
Vice President