

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Shlomi Asher		02/01/2011	INDIVIDUAL: UNITED STATES

RECEIVING PARTY DATA

Name:	Coolmix Inc.
Street Address:	41 West 36th Street
City:	New York
State/Country:	NEW YORK
Postal Code:	10018
Entity Type:	CORPORATION: NEW YORK

PROPERTY NUMBERS Total: 8

Property Type	Number	Word Mark
Registration Number:	3039839	SHINE NEW YORK
Serial Number:	78956633	CONCEPT T'S
Registration Number:	3500281	HIGH STREET FASHION
Registration Number:	3337296	CELEB COUTURE
Serial Number:	78784634	SIGNATURE BY SHINE
Registration Number:	3571034	HIGH STREET NEW YORK
Registration Number:	3367530	TIE ME
Registration Number:	2811181	HIGH STREET SPORT

CORRESPONDENCE DATA

Fax Number: (914)288-0023
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
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OP \$215.00 3039839

900183177

**TRADEMARK
 REEL: 004467 FRAME: 0670**

Address Line 4: White Plains, NEW YORK 10601

ATTORNEY DOCKET NUMBER:	4861/8000-000
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NAME OF SUBMITTER:	Peter S. Sloane
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Signature:	/peter sloane/
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Date:	02/04/2011
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DEED OF ASSIGNMENT

WHEREAS, Shlomi Asher, a citizen of the United States and Israel, having an address at 80 90 Kent Street, Jamaica Estates, New York 11432 ("Assignor"), is the owner of the following trademark applications and registrations in the United States:

<u>TRADEMARK</u>	<u>APPN/REG. NO.</u>	<u>FILING/REG. DATE</u>
SHINE NEW YORK	3,039,839	January 20, 2006
CONCEPT T'S	78/956,633	August 21, 2006
HIGH STREET FASHION	3,500,281	September 9, 2008
CELEB COUTURE	3,337,296	November 13, 2007
SIGNATURE BY SHINE	78/784,634	January 4, 2006
HIGH STREET NEW YORK	3,571,034	February 10, 2009
TIE ME	3,367,530	January 15, 2008
HIGH STREET SPORT	2,811,181	February 3, 2004

WHEREAS, Coolmix Inc., a corporation organized and existing under the laws of the State of New York, having an address at 41 West 36th Street, New York, New York 10018 ("Assignee"), is desirous of acquiring said trademark applications and registrations and all associated goodwill in said trademarks; and

WHEREAS, to the best of Assignor's knowledge no opposition proceedings against the applications or cancellation actions against the registrations are pending and no other party makes a claim of ownership to said trademarks;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to said trademarks and the applications and registrations therefore, together with the goodwill of the business symbolized by said trademarks, and the business of the Assignor, or portion thereof, to which the trademark applications pertain, if that business is ongoing and existing, and with all claims that could be asserted by Assignor arising out of or relating to the use or ownership of said trademarks.

By: _____



Shlomi Asher

Date: _____

2/1/11