

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:		NEW ASSIGNMENT	
NATURE OF CONVEYANCE:		ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL	
CONVEYING PARTY DATA			
Name		Formerly	Execution Date
Entity Type			
Bagatelle Holdings, LLC			02/04/2011
		LIMITED LIABILITY COMPANY: NEW YORK	
RECEIVING PARTY DATA			
Name:		Brand Essence, LLC	
Street Address:		130 West 42nd Street	
Internal Address:		Suite 2902	
City:		New York	
State/Country:		NEW YORK	
Postal Code:		10036	
Entity Type:		LIMITED LIABILITY COMPANY: NEW YORK	
PROPERTY NUMBERS Total: 1			
Property Type		Number	Word Mark
Registration Number:		3595950	BAGATELLE
CORRESPONDENCE DATA			
Fax Number:		(212)931-5508	
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:		212 931 5500	
Email:		ksklar@mszpc.com	
Correspondent Name:		Keith Sklar, Esq.	
Address Line 1:		521 Fifth Avenue	
Address Line 2:		28th Floor	
Address Line 4:		New York, NEW YORK 10175	
NAME OF SUBMITTER:		Keith Sklar	
Signature:		/keith sklar/	
Date:		02/04/2011	

OP \$40.00 3595950

Total Attachments: 1

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ASSIGNMENT OF UNITED STATES TRADEMARK
AND PENDING APPLICATION THEREFOR

WHEREAS, Bagatelle Holdings, LLC, a limited liability company organized under the laws of the State of New York, located and doing business at 130 West 42nd Street, Suite 2902, New York, New York, 10036, is the owner of the following U.S. trademark registration in the U.S. Patent and Trademark Office:

<u>MARK</u>	<u>Registration No.</u>	<u>Registration Date</u>
BAGATELLE	3595950	March 24, 2009

WHEREAS, Brand Essence, LLC, a limited liability company organized under the laws of the State of New York, located and doing business at 130 West 42nd Street, Suite 2902, New York, New York, 10036 is desirous of having assigned to it whatever rights Bagatelle Holdings, LLC may have in said mark, the registration thereof and the goodwill associated therewith;

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged Bagatelle Holdings, LLC, does hereby assign unto Brand Essence, LLC, all its right, title and interest in and to said mark, the registration thereof, together with the goodwill of the business symbolized by the mark.

Dated: 2/4/11

BAGATELLE HOLDINGS, LLC



By: Remi Laba
Its: Managing Member