

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
Ron Herman		02/22/2011	INDIVIDUAL: UNITED STATES

RECEIVING PARTY DATA

Name:	Trustee of the Herman Family Trust
Street Address:	8100 Melrose Avenue
City:	Los Angeles
State/Country:	CALIFORNIA
Postal Code:	90046
Entity Type:	TRUST: CALIFORNIA

PROPERTY NUMBERS Total: 8

Property Type	Number	Word Mark
Serial Number:	76393075	MORE
Registration Number:	2448328	R.H. VINTAGE
Registration Number:	2478464	R.H. VINTAGE
Registration Number:	2858199	R.H. VINTAGE
Registration Number:	2458251	RON HERMAN
Registration Number:	2458250	RON HERMAN
Registration Number:	2458249	RON HERMAN
Registration Number:	1579554	RON HERMAN

CORRESPONDENCE DATA

Fax Number: (213)630-5745
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 2138915031
 Email: jreider@buchalter.com
 Correspondent Name: Jessie K. Reider, CA Bar No. 237,113
 Address Line 1: 1000 Wilshire Blvd., Suite 1500

900185316

**TRADEMARK
 REEL: 004488 FRAME: 0876**

CH \$215.00 76393075

Address Line 2: Buchalter Nemer, A Professional Corp.
Address Line 4: Los Angeles, CALIFORNIA 90017

ATTORNEY DOCKET NUMBER:	R2877-5001
NAME OF SUBMITTER:	Jessie K. Reider, CA Bar No. 237,113
Signature:	/jkr/
Date:	03/02/2011
Total Attachments: 2 source=Ron Herman Assignment Executed#page1.tif source=Ron Herman Assignment Executed#page2.tif	

TRADEMARK ASSIGNMENT

WHEREAS Ron Herman, an individual (hereinafter "Assignor") owns and has used and/or has the bona fide intent to use the following trademarks (hereinafter the "Marks"):

<u>Trademark</u>	<u>Registration No./ Application Serial No.</u>
MORE and DESIGN	U.S. Trademark Application Serial No. 76393075
R.H. VINTAGE and DESIGN	U.S. Trademark Registration No. 2448328
R.H. VINTAGE and DESIGN	U.S. Trademark Registration No. 2478464
R.H. VINTAGE and DESIGN	U.S. Trademark Registration No. 2858199
RON HERMAN	U.S. Trademark Registration No. 2458251
RON HERMAN	U.S. Trademark Registration No. 2458250
RON HERMAN	U.S. Trademark Registration No. 2458249
RON HERMAN	U.S. Trademark Registration No. 1579554
RON HERMAN	Japan Trademark Registration No. 4524410
RON HERMAN	Japan Trademark Registration No. 5225709

WHEREAS Assignor owns all right, title and interest in and to the Marks, including the registrations and pending applications, all common law rights in and to the Marks, and has used, uses and/or has the bona fide intent to use the Marks in commerce and desires to transfer the Marks, all on-going and existing business represented by and/or associated with the Marks, and all goodwill associated with the Marks;

WHEREAS the Trustee of the Herman Family Trust, a California Trust with Ron Herman as Trustee, with a principal place of business of 8100 Melrose Ave., Los Angeles, California, 90046 (hereinafter "Assignee") desires to acquire all right, title and interest in and to the Marks, the goodwill symbolized by the Marks, the United States trademark application and registrations and the Japanese trademark registrations, the on-going and existing business represented by and/or associated with the Marks, and all common law rights thereto; and

WHEREAS the Parties desire to memorialize the assignment of the Marks, the on-going and existing business represented by and/or associated with the Marks, the goodwill of the business symbolized by the Marks, the United States trademark application and registrations and the Japanese trademark registrations, and all common law rights relating thereto, and all rights to recover for past infringement.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby sell and assign unto Assignee all right, title and interest in and to the Marks, together with the goodwill of the business symbolized by the Marks, along with that portion of the on-going and existing business represented by and/or associated with the Marks, and the United States trademark application and registrations and the Japanese trademark registrations, all common law rights relating thereto, and all rights to recover for past infringement.

AGREED TO AND ACCEPTED BY THE ASSIGNOR:

Date: 2-22-11

By: Ron Herman
Ron Herman

AGREED TO AND ACCEPTED BY THE ASSIGNEE:

Date: 2-22-11

By: Ron Herman, Trustee
Trustee of the Herman Family Trust, a
California Trust with Ron Herman as Trustee