

**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
13th Street Entertainment 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	
Serial Number:	85052054	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		
Address Line 1:	521 Fifth Avenue		
Address Line 2:	28th Floor		
Address Line 4:	New York, NEW YORK 10175		
NAME OF SUBMITTER:	Keith Sklar, Esq.		
Signature:	/Keith Sklar, Esq./		
Date:	05/24/2011		
Total Attachments: 2 source=BAGATELLE-Assignment#page1.tif source=BAGATELLE-Assignment#page2.tif			

OP \$40.00 85052054

ASSIGNMENT OF UNITED STATES TRADEMARK  
AND PENDING APPLICATION THEREFOR

WHEREAS, 13th Street Entertainment, LLC, a limited liability company organized under the laws of the State of New York, located and doing business at 407 West 13th Street, 2nd Floor, New York, NY 10014, claims to have adopted, used and is using a certain mark for which there is pending an application to register the same in the U.S. Patent and Trademark Office as follows:

<u>MARK</u>	<u>SER.. NO.</u>	<u>FILED</u>
BAGATELLE	85052054	June 1, 2010

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 42<sup>nd</sup> Street, Suite 2902, New York, New York, 10036 is desirous of having assigned to it any and all rights 13th Street Entertainment, LLC may have in said mark, including but not limited to the pending application herefor and the goodwill associated therewith;

WHEREAS, 13th Street Entertainment, LLC warrants and covenants that no assignment, grant, mortgage, license to other agreement affecting the rights and property herein conveyed has been or will be made to anyone other than Brand Essence, LLC by 13th Street Entertainment, LLC or any predecessor in title thereto, and that 13th Street Entertainment, LLC thereby possesses the full right to convey such rights and property;

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged 13th Street Entertainment, LLC, does hereby assign unto Brand Essence, LLC, all its right, title and interest in and to said mark, the pending application therefor, together with the goodwill of the business symbolized by the mark.

Dated as of February 4, 2011

13<sup>th</sup> Street Entertainment, LLC  
By: AU & Associates, LLC its Managing  
Member



By: Andy Unanue  
Its: President and CEO