

## 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
Dana Davis		05/29/2012	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Obsession Rules, Inc.		
Street Address:	247 W. 38th Street		
Internal Address:	3rd Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10018		
Entity Type:	CORPORATION: NEW YORK		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	3796402	DANA DAVIS	
Registration Number:	3664818	DD	
Registration Number:	3764249	DANA DAVIS	
Serial Number:	77512586	DANA BY DANA DAVIS	
CORRESPONDENCE DATA			
Fax Number:	2122680904		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	212-268-0900		
Email:	alice@mt-iplaw.com		
Correspondent Name:	Gloria Tsui-Yip		
Address Line 1:	1350 Broadway		
Address Line 2:	Suite 802		
Address Line 4:	New York, NEW YORK 10018		
ATTORNEY DOCKET NUMBER:	TASS_4TMSDANADAVIS		

OP \$115.00 3796402

NAME OF SUBMITTER:	Gloria Tsui-Yip
Signature:	/GTY/
Date:	06/01/2012
Total Attachments: 1 source=TMAssignment_DDSigned#page1.tif	

**TRADEMARK ASSIGNMENT**

WHEREAS, Dana Davis, an individual having an address at 321 South Beverly Drive, Suite X, Beverly Hills, CA 90212, hereinafter called "Assignor," being the owner of all rights, title and interest in the following:

1. U.S. Trademark Registration No. 3,796,402, issued on June 1, 2010, for **DANA DAVIS**, Stylized Mark, covering "footwear";
2. U.S. Trademark Registration No. 3,664,818, issued on August 4, 2009, for **DD**, Stylized Mark, covering "footwear";
3. U.S. Trademark Registration No. 3,764,249, issued on March 23, 2010, for **DANA DAVIS**, Standard Character Mark, covering "footwear"; and
4. U.S. Trademark Application Serial No. 77/512,586, filed on July 1, 2008, for **DANA BY DANA DAVIS**, Standard Character Mark, covering "footwear" (collectively hereinafter "the MARKS").

WHEREAS, Obsession Rules, Inc., a New York corporation having a place of business at 247 W. 38th Street, 3rd Floor, New York, New York 10018, hereinafter called "Assignee," is desirous of acquiring the MARKS together with the goodwill of the business symbolized by the MARKS and all rights, title and interest in the United States, associated therewith.

NOW, therefore, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby sells, transfers and sets over to Assignee, her entire right, title and interest in and to the MARKS, together with the associated goodwill of the business symbolized by the MARKS throughout the United States, its territories, and/or possessions and armed forces PX's, wherever located, including without limitation: any U.S. or state trademark application(s), renewals and maintenance of the resulting registration(s), together with all claims for damages by reason of past infringement of the MARKS, with the right to sue for, and collect the same for its own use and behalf, and for the use and behalf of its successors, assigns or other legal representatives.

Assignor agrees to cooperate reasonably and execute any additional document(s) at Assignee's request which Assignee may deem reasonably necessary to carry out the purposes of this Assignment.

IN WITNESS WHEREOF, ASSIGNOR has executed this Assignment on this 21 day of May, 2012.

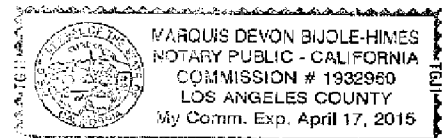
State of California }  
 County of Los Angeles } ss:  
 On the 21<sup>st</sup> day of May, 2012, before me appeared Dana Davis, personally known to me - OR - proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that s/he executed the same in his/her authorized capacity, and that by his/her signature on the instrument the entity on behalf of which the person acted, executed the instrument.

WITNESS my hand and official seal

*[Signature]*

Notary Public

By: *[Signature]*  
Dana Davis



**TRADEMARK**  
**REEL: 004793 FRAME: 0804**

**RECORDED: 06/01/2012**