

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
Steven Oshatz		10/22/2012	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	By Design LLC		
Street Address:	1411 Broadway		
Internal Address:	Suite 200		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10018		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3142757	RUBBER DOLL	
Registration Number:	3411894	RUBBER DOLL	
CORRESPONDENCE DATA			
Fax Number:	2123820888		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	212-382-0700		
Email:	tm@ostrolenk.com		
Correspondent Name:	Douglas A. Miro		
Address Line 1:	1180 Avenue of the Americas		
Address Line 2:	7th Floor		
Address Line 4:	New York, NEW YORK 10036		
ATTORNEY DOCKET NUMBER:	T/5558-6 & 7 V26326		
NAME OF SUBMITTER:	Douglas A. Miro		

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 REEL: 004975 FRAME: 0923

Signature:	/douglas a miro/
Date:	03/06/2013
Total Attachments: 2 source=RUBBER DOLL ASSIGNMENT#page1.tif source=RUBBER DOLL ASSIGNMENT#page2.tif	

ASSIGNMENT

THIS ASSIGNMENT, made as of October 22nd, 2012 is by and between Steven Oshatz, an individual U.S. citizen residing at 51 Diamond Drive, Newtown, PA 18940 ("Assignor") and By Design LLC, a Delaware limited liability company having its office at 1411 Broadway, Suite 200, New York, New York 10018 ("Assignee").

Whereas the Assignor is the sole and exclusive owner of the following two trademarks (hereinafter called "Assigned Marks"), as well as United States trademark registrations and application therefor, as set forth below;

ASSIGNED MARK 1

- Registration Number: 2,947,578
- Trademark: RUBBER DOLL

ASSIGNED MARK 2

- Registration Number: 3,142,757
- Trademark: RUBBER DOLL

ASSIGNED MARK 3

- Registration Number: 3,411,894
- Trademark: RUBBER DOLL

Whereas the Assignee is desirous of acquiring said Assigned Marks and the United States trademark registration thereof.

NOW THEREFORE, in consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration, receipt of which is hereby acknowledged, the Assignor and Assignee hereto agree as follows:

The Assignor does hereby sell, assign, transfer and convey to the Assignee, its successors and assigns or their legal representatives, (a) the entire right, title and interest of the Assignor in and to the Assigned Marks and to the aforesaid registrations of the Assigned Marks and all extensions and renewal thereof, together with the goodwill of the business in connection with which the Assigned Marks are and have been used; and (b) all rights, interests, claims, demands, recoverable in law or in equity, that the Assignor has or may have in profits and damages for past and future infringements as the Assigned Marks and registrations thereof, including, with limitation, the right to compromise, sue for and collect said profits and damages; the same to be held and enjoyed by the Assignee, its successors and assigns of their legal representatives, as

fully and entirely as the same might or could have been held and enjoyed by the Assignor had this Assignment not be made.

IN WITNESS WHEREOF, the parties have executed, made and entered into this Assignment of Assigned Marks as of the date set forth above.

Assignor:

A handwritten signature in black ink, appearing to be 'S. Oshatz', written over a horizontal line.

By:

Steven Oshatz