

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
X Ray Jeans, L.L.C.		10/25/2013	LIMITED LIABILITY COMPANY: NEW YORK
RECEIVING PARTY DATA			
Name:	V & J Branding Group, Inc.		
Street Address:	2047 East 13th Street		
City:	Brooklyn		
State/Country:	NEW YORK		
Postal Code:	11229		
Entity Type:	CORPORATION: NEW YORK		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3109737	X RAY	
CORRESPONDENCE DATA			
Fax Number:	7326343511		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	732-634-3520		
Email:	esutton@ezrasutton.com		
Correspondent Name:	Ezra Sutton, Esq.		
Address Line 1:	900 Route 9		
Address Line 2:	Suite 201		
Address Line 4:	Woodbridge, NEW JERSEY 07095		
ATTORNEY DOCKET NUMBER:	NEWERA002 (X RAY)		
NAME OF SUBMITTER:	Joseph E. Sutton, Esq.		
Signature:	/JS/		

OP \$40.00 3109737

Date:

10/25/2013

Total Attachments: 2

source=Executed Assignment of X RAY from X Ray Jeans to V & J Oct 2013#page1.tif

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U.S. TRADEMARK ASSIGNMENT

WHEREAS, X RAY JEANS, LLC, (hereinafter "Assignor"), a New York limited liability company, with offices at 1481 East 8th Street, Brooklyn, New York 11230, is the latest owner of the entire rights, title, and interest in and to the following trademark, trademark registration, and the goodwill associated with the business and mark therewith:

X RAY U.S. Registration No. 3,109,737 Registered: June 27, 2006

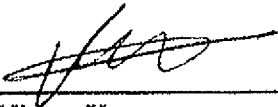
WHEREAS, V & J Branding Group, Inc. (hereinafter "Assignee"), a New York corporation, having a place of business 2047 East 13th Street Brooklyn, New York 11229, is desirous of acquiring the entire rights, title, and interest in and to said trademark, trademark registration, and the goodwill of the business associated with such mark;

NOW, THEREFORE, for good and valuable consideration, and in exchange for the sum of \$25,000, receipt of which is hereby acknowledged, Assignor does hereby assign and transfer to Assignee all of its rights, title, and interest in and to said trademark, trademark registration, together with that part of the goodwill of the business associated with the use of and symbolized by said mark; as well as the right to sue for past infringement. Assignor represents and warrants that it is the sole owner of the mark; that the mark and registration associated thereof is valid and in full force and effect; and that said mark and registration is assigned free of any claims, liens, security interests or other encumbrances. Furthermore, Assignor represents and warrants that it has the sole right to use said mark and to the best of the undersigned's knowledge the mark is not used by any other entity; and said mark does not infringe on the rights of another trademark owner.

Assignor agrees to perform all reasonable and proper acts at the request and expense of Assignee, which Assignee may require in order to vest all of Assignor's rights, title, and interest in and to said trademark, trademark registration in Assignee or its successor.

IN WITNESS WHEREOF, I have set my signature herewith:

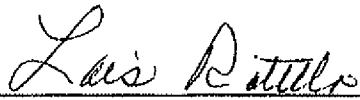
X Ray Jeans LLC
(Assignor)

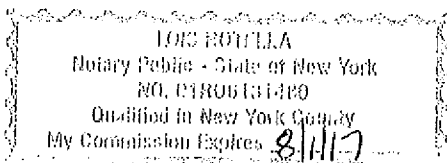
By: 
Victor Kameo,
Pres.

State of New York

County of New York

On this 25 day of Oct, 2013, before me appeared the person who signed this instrument, who is authorized to sign this instrument on behalf of the identified corporation or other juristic entity, who being sworn, acknowledged that he/she signed this instrument as a free act.


Notary Public



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