

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM301777

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Fashion One (Middle East) LLC.		04/17/2014	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Fashion One Television LLC		
Street Address:	246 West Broadway		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10013		
Entity Type:	LIMITED LIABILITY COMPANY: NEW YORK		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	86096354	FASHIONBAR	
CORRESPONDENCE DATA			
Fax Number:	2126561828		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	212-796-4300		
Email:	trademarks@fashionone.com		
Correspondent Name:	Michael Gleissner		
Address Line 1:	246 West Broadway		
Address Line 4:	New York, NEW YORK 10013		
NAME OF SUBMITTER:	Michael Gleissner		
SIGNATURE:	/michael gleissner/		
DATE SIGNED:	04/17/2014		
Total Attachments: 6			
source=Fashionbar Assignment at USPTO#page1.tif			
source=Fashionbar Assignment at USPTO#page2.tif			
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OP \$40.00 86096354

DATED April 17, 2014

FASHION ONE (MIDDLE EAST) LLC. (1)

and

FASHION ONE TELEVISION LLC (2)

TRADE MARK ASSIGNMENT

Initials:
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TRADEMARK
REEL: 005262 FRAME: 0563

THIS ASSIGNMENT is made on

BETWEEN:

- (1) FASHION ONE (MIDDLE EAST) LLC., a limited liability company incorporated in Delaware, United States of America, with principal place of business at 820 Meridian Ave., Suite 100, Miami Beach, FL 33139 USA (the Assignor); and
- (2) FASHION ONE TELEVISION LLC, a limited liability company incorporated in New York, United States of America with principal place of business at 246 West Broadway, New York, NY 10013 USA (the Assignee).

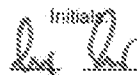
WHEREAS:

- (A) The Assignor is the proprietor of the registered US trade mark Fashionbar listed in the attached schedule (the Trade Mark).
- (B) The Assignor has agreed to assign all right, title and interest in and to the Trade Mark to the Assignee on the terms set out in this document.

IT IS AGREED AS FOLLOWS:

1 Assignment

For the sum of \$3,000 paid by the Assignee to the Assignor (receipt of which the Assignor hereby acknowledges) the Assignor assigns with full title guarantee to the Assignee absolutely the Trade Mark and all and any rights in and to the Trade Mark including copyright, design right, goodwill and any other common law rights.

Initials


2 Proceedings

This assignment shall include the right for the Assignee to bring proceedings against any third party in respect of the Trade Mark or for passing off. The Assignor agrees and undertakes to provide to the Assignee (at its request) all such assistance with any proceedings which may be brought by or against the Assignee against or by any third party in relation to the Trade Mark and the Assignee shall indemnify the Assignor in respect of all costs and expenses (including reasonable legal costs actually incurred by it in providing the Assignee with such assistance).

3 Assignor covenants

The Assignor covenants:

- 3.1 that at the request and cost of the Assignee at any time and from time to time it will execute or procure the execution of such deeds or documents and do or procure the doing of such acts and things as may be necessary or desirable to give effect to this assignment in particular all documents required by the Assignee to effect the recordal or registration of the assignment of the Trade Mark; and
- 3.2 that it renounces any rights which it may have in the Trade Mark.

4 Warranties

The Assignor warrants that as at the date of this Assignment it has not granted any licence or assigned any rights of any nature in the Trade Mark to any third party.

5 Counterparts

Initials:

Q. Q.

This document may be entered into in any number of counterparts and by the parties to it on separate counterparts, each of which when so executed and delivered shall be an original.

6 Jurisdiction

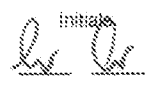
This document shall be governed by and construed in accordance with the laws of USA and the parties submit to the exclusive jurisdiction of the American Courts.

IN WITNESS of which the parties to this Assignment have executed and delivered it on the date first written.

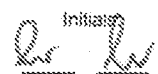
SCHEDULE

REGISTERED TRADE MARKS

Jurisdiction	Mark	No.	Class	Specification of goods/services
US	Fashionbar	Serial No.: 86096354	21	Beer jugs; Beer mugs; Beverage glassware; Charms for attachment to beverage glassware for identification purposes
			32	Beer; Beer, ale, lager, stout, porter, shandy; Beer-based coolers; Beers; Brewed malt-based alcoholic beverage in the nature of a beer; Frozen carbonated beverages; Non-alcoholic beer; Non-alcoholic beer flavored beverages; Non-alcoholic beverages containing fruit juices; Non-alcoholic beverages, namely, carbonated beverages; Water beverages
			33	Alcoholic beverage produced from a brewed malt base with natural flavors; Alcoholic beverages except beers; Spirits
			35	Marketing services in the field of restaurants, cafes, clubs, bars, lounges and hotels; Offering business management assistance in the establishment and/or operation of restaurants; Offering business management assistance in the establishment and/or operation of restaurants, cafes, clubs, bars, lounges and hotels; Restaurant franchising, namely, offering business management assistance in the establishment and/or operation of restaurants
				Bar and cocktail lounge services; Bar and restaurant

Initials


			43	<p>services; Cafe and restaurant services; Cafeteria and restaurant services; Cocktail lounge buffets; Cocktail lounge services; Cocktail lounges; Contract food services; Fast-food restaurants and snackbars; Hotel accommodation services; Hotel and motel services; Hotel and restaurant services; Hotel services; Hotel services for preferred customers; Hotel, bar and restaurant services; Hotel, motel, restaurant, bar and catering services; Hotel, restaurant and bar services; Hotel, restaurant and catering services; Hotels; Making hotel reservations for others; Making reservations and bookings for others for accommodations and meals at hotels, restaurants, cafes, bars, clubs and lounges; Making reservations and bookings for restaurants and meals; Providing a website featuring information in the field of hotels and temporary accommodations for travelers; Providing extended-stay hotels; Providing hotel accommodation; Providing information and advice on hotels and restaurants to tourists and business travelers; Providing on-line reviews of restaurants and hotels; Providing personalized information about hotels and temporary accommodations for travel via the Internet; Providing temporary lodging services in the nature of a condominium hotel; Provision of food and drink in restaurants; Reservation of hotel rooms for travelers; Reservation of hotel rooms for travellers; Reservation of restaurants; Residential hotel services; Resort hotel services; Restaurant and bar services; Restaurant and bar services, including restaurant carryout services; Restaurant and cafe services; Restaurant and hotel services; Restaurant reservation services; Restaurant services; Restaurant services, including sit-down service of food and take-out restaurant services; Restaurant services, namely, providing of food and beverages for consumption on and off the premises; Restaurants featuring home delivery; Salad bars; Self service restaurants; Serving of food and drink/beverages</p>
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EXECUTED)

by FASHION ONE (MIDDLE EAST) LLC.)

a limited liability company incorporated)

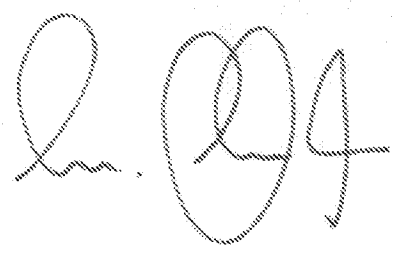
in Delaware, USA)

acting by:)

Michael Gleissner

Sole Member

Date: April 17, 2014



EXECUTED)

by FASHION ONE TELEVISION LLC)

a limited liability company incorporated)

in New York, USA)

acting by:)

Michael Gleissner

Managing Member

Date: April 17, 2014

