

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM315862

| | | | |
|---|--|---------------------------------------|-------------------------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Barefoot Tess LLC | | 04/28/2014 | LIMITED LIABILITY COMPANY: DELAWARE |
| RECEIVING PARTY DATA | | | |
| Name: | Long Tall Sally Inc. | | |
| Street Address: | 40 Compton Street | | |
| City: | London | | |
| State/Country: | ENGLAND | | |
| Postal Code: | EC1V 0BD | | |
| Entity Type: | CORPORATION: DELAWARE | | |
| PROPERTY NUMBERS Total: 5 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 3989574 | BAREFOOT TESS | |
| Registration Number: | 3760597 | BAREFOOTTESS.COM | |
| Registration Number: | 3754519 | BECAUSE STYLE DOESN'T STOP AT SIZE 10 | |
| Registration Number: | 3760596 | BAREFOOT TESS | |
| Registration Number: | 3757283 | BLOGGING BAREFOOT | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 4105832437 | | |
| <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i> | | | |
| Phone: | 410-583-2400 | | |
| Email: | noell@bowie-jensen.com | | |
| Correspondent Name: | Joshua A. Glikin | | |
| Address Line 1: | 29 W. Susquehanna Avenue, 6th Floor | | |
| Address Line 4: | Towson, MARYLAND 21204 | | |
| NAME OF SUBMITTER: | Joshua A. Glikin | | |
| SIGNATURE: | /Joshua A. Glikin/ | | |
| DATE SIGNED: | 09/03/2014 | | |
| Total Attachments: 2 | | | |
| source=Assignment of marks- LTS#page1.tif | | | |

OP \$140.00 3989574

Trademark Assignment

WHEREAS, Barefoot Tess LLC, a Delaware limited liability company whose address is 5101 St. Albans Way, Baltimore, Maryland 21212, and with offices formerly located at 1421 Clarkview Road, Suite 110, Baltimore, Maryland 21209 ("Assignor"), has registered and is using the following marks which are registered in the United States Patent and Trademark Office:

| | Serial Number | Reg. Number | Word Mark |
|---|---------------|-------------|---------------------------------------|
| 1 | 85183199 | 3989574 | BAREFOOT TESS |
| 2 | 77787536 | 3760597 | BAREFOOTTESS.COM |
| 3 | 77787533 | 3754519 | BECAUSE STYLE DOESN'T STOP AT SIZE 10 |
| 4 | 77787524 | 3760596 | BAREFOOT TESS |
| 5 | 77787518 | 3757283 | BLOGGING BAREFOOT |

(together, the "Marks").

WHEREAS, Long Tall Sally Inc., a Delaware corporation with offices at 40 Compton Street, London, EC1V 0BD, England ("Assignee") desires to acquire the Marks and the registration thereof.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, the Assignor does hereby assign to Assignee all rights, title and interest in and to the Marks, together with the good will of the business symbolized by the Marks.

The Commissioner of Patents and Trademarks is requested to record this Assignment of rights and trademark registration in favor of said Assignee.

[The remainder of this page is blank. Signatures appear on the next page.]

EXECUTION VERSION

IN WITNESS WHEREOF, Assignor has caused this document to be duly executed on this April 28, 2014.

ASSIGNOR

Barefoot Tess LLC

By: Karen Wilson

State of Maryland
County of Baltimore City

On this 29th day of April, 2014, before me appeared Karen Wilson the person who is authorized to sign this instrument, who being sworn, acknowledged that he/she signed this instrument as a free act.

Jennifer Olivia Lake
Notary Public
My commission expires: July 3rd 2016



JENNIFER OLIVIA LAKE
Notary Public
State of Maryland, Baltimore City
My Commission Expires July 3, 2016