

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM335435

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	Security Agreement		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Alexis Bittar Holdings LLC		03/13/2015	LIMITED LIABILITY COMPANY: NEW YORK
RECEIVING PARTY DATA			
Name:	Rosenthal & Rosenthal, Inc.		
Street Address:	1370 Broadway		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10018		
Entity Type:	CORPORATION: NEW YORK		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Serial Number:	85646262	ALEXIS BITTAR	
Serial Number:	85646227	ALEXIS BITTAR	
Serial Number:	85646162	ALEXIS BITTAR	
Serial Number:	85646127	ALEXIS BITTAR	
Serial Number:	77593916	ALEXIS BITTAR	
Serial Number:	76590207	ALEXIS BITTAR	
CORRESPONDENCE DATA			
Fax Number:			
	<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:	212-356-0933		
Email:	knorman@rosenthalinc.com		
Correspondent Name:	Katie Norman		
Address Line 1:	Rosenthal & Rosenthal, Inc.		
Address Line 2:	1370 Broadway		
Address Line 4:	New York, NEW YORK 10018		
ATTORNEY DOCKET NUMBER:	F154557		
NAME OF SUBMITTER:	Katherine Norman		
SIGNATURE:	/Katherine Norman/		

OP \$165.00 85646262

DATE SIGNED:	03/18/2015
Total Attachments: 3 source=Alexis Bittar PTO Filing#page2.tif source=Alexis Bittar PTO Filing#page3.tif source=Alexis Bittar PTO Filing#page4.tif	

SECURITY INTEREST

WHEREAS, ALEXIS BITTAR HOLDINGS LLC, a limited liability company formed under the laws of New York located at 45 Main Street, Brooklyn, NY 11201 (the "Company"), has adopted, used and is using the marks annexed hereto as Schedule A (the "Marks"), and

WHEREAS, the Company is obligated to Rosenthal & Rosenthal, Inc. (the "Factor") located at 1370 Broadway, New York, New York 10018, pursuant to a Guaranty dated March 13, 2015 (the "Guaranty") of the Obligations (as therein defined) of Alexis Bittar, LLC ("Bittar") pursuant to a Factoring Agreement between Factor and Bittar dated of even date herewith (the "Factoring Agreement"); and

WHEREAS, Bittar is seeking to increase its credit extension pursuant to the Factoring Agreement, and the Company is now granting to the Factor a security interest in the Marks, together with the good will of the business symbolized by the Marks;

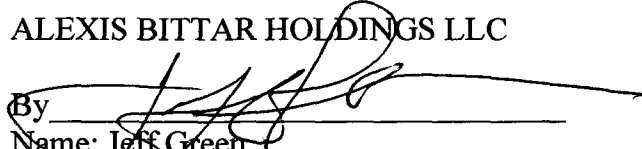
NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, the Company does hereby grant to the Factor a security interest in and to the Marks, together with the good will of the business symbolized by the Marks, which security interest shall secure all the Obligations as defined in the Factoring Agreement and the Guarantee and in accordance with the terms and provisions thereof.

The Company expressly acknowledges and affirms that the rights and remedies of the Factor with respect to the security interest granted hereby are more fully set forth in the Factoring Agreement and the Guarantee.

Dated: March 13, 2015

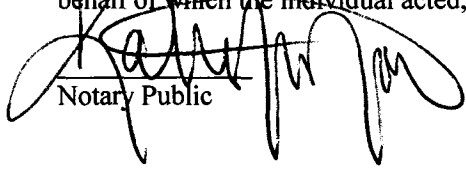
[Signature Page Follows]

ALEXIS BITTAR HOLDINGS LLC

By 
Name: Jeff Green
Title: CFO

STATE OF New York)
) ss.:
COUNTY OF New York)

On March 13, 2015 before me, the undersigned, personally appeared Jeff Green, personally known to me or proved to me on the basis of satisfactory evidence to the individual whose name is subscribed to the within instrument and acknowledged to me that he/she executed the same in his/her capacity on behalf of ALEXIS BITTAR HOLDINGS LLC and that by his/her signature on the instrument, the individual, or the person upon behalf of which the individual acted, executed the instrument.


Notary Public

KATHERINE NICOLE NORMAN
Notary Public, State of New York
No. 01NO6300496
Qualified in Queens County
Commission Expires March 31, 2018

SCHEDULE A

MARK

SERIAL/REG. NO.

FILING DATE

<u>Trademark</u>	<u>Serial/Reg. No.</u>	<u>Filing Date</u>
ALEXIS BITTAR	85646262	June 7, 2012
ALEXIS BITTAR	85646227	June 7, 2012
ALEXIS BITTAR	85646162	June 7, 2012
ALEXIS BITTAR	85646127	June 7, 2012
ALEXIS BITTAR	77593916	October 16, 2008
ALEXIS BITTAR	76590207	May 3, 2004