

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM338279

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
E.S. Originals, Inc.		04/01/2015	CORPORATION: NEW YORK
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Sugar Partners, LLC		
<b>Street Address:</b>	440 Ninth Avenue, 7th Floor		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10001		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: NEW YORK		
<b>PROPERTY NUMBERS Total: 8</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2215255	SUGAR	
<b>Registration Number:</b>	4693678		
<b>Registration Number:</b>	3587017	SUGAR	
<b>Registration Number:</b>	3590925	SUGAR	
<b>Registration Number:</b>	4125695	SUGAR	
<b>Serial Number:</b>	85308902	SUGAR	
<b>Serial Number:</b>	85310391	SUGAR	
<b>Serial Number:</b>	85368214	SUGAR	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2129491690		
<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>			
<b>Phone:</b>	2126973750		
<b>Email:</b>	mws@kirschsteinlaw.com		
<b>Correspondent Name:</b>	Martin W. Schiffmiller		
<b>Address Line 1:</b>	425 Fifth Avenue, 5th Floor		
<b>Address Line 4:</b>	New York, NEW YORK 10016-2223		
<b>ATTORNEY DOCKET NUMBER:</b>	SUGAR PARTNERS ASSIGNMENT		
<b>NAME OF SUBMITTER:</b>	Martin W. Schiffmiller		

CH \$215.00 2215255

<b>SIGNATURE:</b>	/Martin W. Schiffmiller/
<b>DATE SIGNED:</b>	04/15/2015
<b>Total Attachments: 2</b> source=US SUGAR ASSIGNMENT_20150415145658#page1.tif source=US SUGAR ASSIGNMENT_20150415145658#page2.tif	

ASSIGNMENT

WHEREAS, E.S. ORIGINALS, INC., a corporation organized and existing under the laws of the State of New York, located and doing business at 440 Ninth Avenue, 7<sup>th</sup> Floor, New York New York 10001, is the owner of the trademarks shown on the attached Exhibit A (the "Marks") and the United States registrations and/or applications relating to said trademarks listed on Exhibit A; and

WHEREAS, SUGAR PARTNERS, LLC, a limited liability company organized and existing under the laws of the State of New York, located and doing business at 440 Ninth Avenue, 7<sup>th</sup> Floor, New York, New York 10001, is desirous of acquiring the Marks and the registrations and applications therefor;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, E.S. ORIGINALS, INC. does hereby assign unto SUGAR PARTNERS, LLC all right, title and interest in and to the Marks together with the good will of the business symbolized by the Marks and the registrations and applications therefor.

Dated: ~~March 17, 2015~~

Apr 1, 2015

E.S. ORIGINALS, INC.

BY \_\_\_\_\_

Name: Joey Safdeye

Title: Chief Executive Officer

EXHIBIT A

Registrations

<u>Trademark</u>	<u>Reg. No.</u>	<u>Reg. Dt.</u>
SUGAR	2,,215,255	12/29/1998
Wink Girl Design*	4,693,678	12/9/2008
SUGAR (Stylized)	3,587,017	3/10/2009
SUGAR	3,590,925	3/17/2009
SUGAR & Wink Girl Design	4,125,695	4/10/2012

Applications

<u>Trademark</u>	<u>Ser. No.</u>	<u>Fil. Dt.</u>
SUGAR & Wink Girl Design	85308902	4/29/2011
SUGAR (Stylized)	85310391	5/2/2011
SUGAR (Stylized)	85368214	7/11/2011

\*The "Wink Girl Design" refers to the following design trademark:

