

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM434458

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
FASHION BRANDS HOLDINGS PTE. LTD.		07/10/2017	Private Limited Company:
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: UNITED STATES		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	87167340	FASHION.COM	
CORRESPONDENCE DATA			
Fax Number:	2125040888		
<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) 666-5000		
Email:	trademarks@moas.com		
Correspondent Name:	Jonathan G. Morton		
Address Line 1:	246 West Broadway		
Address Line 4:	New York, NEW YORK 10013		
NAME OF SUBMITTER:	Jonathan G. Morton		
SIGNATURE:	/ Jonathan G. Morton /		
DATE SIGNED:	07/12/2017		
Total Attachments: 3			
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OP \$40.00 87167340

DATED THIS 10TH DAY OF JULY 2017

BETWEEN

FASHION BRANDS HOLDINGS PTE. LTD.

("THE ASSIGNOR")

AND

FASHION ONE TELEVISION LLC

("THE ASSIGNEE")

ASSIGNMENT

THIS ASSIGNMENT is made on the 10th day of July 2017

BETWEEN

FASHION BRANDS HOLDINGS PTE. LTD.
26 Emerald Hill Road, Singapore, 229307, Singapore

- "Assignor" -

AND

FASHION ONE TELEVISION LLC
3rd Floor, 207 Regent Street, London, W1B 3HH, United Kingdom

- "Assignee" -

WHEREAS, the Assignor is the owner in the United States Patent and Trademark Office (USPTO) application, particulars whereof are set out below:

Trademark	Trademark No.	Class
FASHION.COM	87167340	25

- hereinafter referred to as the "Trademark Application"--

AND WHEREAS the Assignor has agreed for the consideration hereinafter appearing to assign and transfer unto the Assignee the said Trademark Application together with the whole of the goodwill of the business in the goods with respect for which the said Trademark Application is filed and symbolized by the said Trademark Application.


NOW THIS ASSIGNMENT WITNESSETH as follows:-

In pursuance of the said agreement and in consideration of the premises and of the sum of \$100.00 (USD), the receipt and sufficiency whereof the Assignor hereby acknowledges, the Assignor as legal and beneficial owner **HEREBY ASSIGNS AND TRANSFERS ABSOLUTELY** unto the Assignee all its property, rights, title and interests in and to the said Trademark Application, including all statutory and common law rights attaching thereto and the right to sue for past infringements including passing off and to retain any damages, interests,


profits and costs awarded, together with the whole of the goodwill attaching to the said Trademark Application and the goodwill of the business in the goods for which the said Trademark Application had been filed and symbolized by the said Trademark Application, **TO HOLD, USE, EXERCISE AND ENJOY** the said Trademark Application unto the Assignee and its successors and assigns absolutely.

IN WITNESS WHEREOF this Assignment has been signed on behalf of each party by its duly authorized representatives on the day and year first above written.

Sign for and on behalf of
FASHION BRANDS HOLDINGS
PTE. LTD.
Ivan Seevens
Director

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Sign for and on behalf of
FASHION ONE TELEVISION LLC
Ivy Villarta
Legal Affairs Department

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