## 900454007

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1 Stylesheet Version v1.2 ETAS ID: TM477428

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL

#### **CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
The H Company IP, LLC		06/08/2018	Limited Liability Company:

#### **RECEIVING PARTY DATA**

Name:	H Licensing, LLC	
Street Address:	1333 Broadway	
Internal Address:	Oth Floor	
City:	New York	
State/Country:	NEW YORK	
Postal Code:	10018	
Entity Type:	Limited Liability Company: DELAWARE	

#### **PROPERTY NUMBERS Total: 3**

Property Type	Number	Word Mark		
Registration Number:	5464844	H BY HALSTON		
Registration Number:	5464843	H HALSTON		
Registration Number:	5464842	H HALSTON		

#### **CORRESPONDENCE DATA**

Fax Number: 2158325767

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.

Phone: 215.569.5767

perry@blankrome.com Email:

David M. Perry **Correspondent Name:** Address Line 1: One Logan Square

8th Floor Address Line 2:

Address Line 4: Philadelphia, PENNSYLVANIA 19103

NAME OF SUBMITTER:	David M. Perry
SIGNATURE:	/David M. Perry/
DATE SIGNED:	06/11/2018

**Total Attachments: 3** 

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> **TRADEMARK REEL: 006395 FRAME: 0587**

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TRADEMARK REEL: 006395 FRAME: 0588 UNITED STATES TRADEMARK ASSIGNMENT

WHEREAS, The H Company IP, LLC ("Assignor") is the owner of the United

States trademark registrations listed on Schedule A attached hereto (collectively, the "Marks");

WHEREAS, H Licensing, LLC, a Delaware limited liability company

("Assignee") having a place of business at 1333 Broadway, 10th Floor, New York, New York

10018, is desirous of acquiring the Marks and the goodwill associated therewith;

WHEREAS, Assignor has entered into a certain Asset Purchase Agreement dated

December 22, 2014 by and among Assignor, Assignee, and XCel Brands, Inc. (the "Purchase

Agreement"); and

WHEREAS, pursuant to the Purchase Agreement, among other things, the parties

hereto are to execute and deliver this United States Trademark Assignment in connection with

the transactions contemplated thereunder.

NOW, THEREFORE, for good and valuable consideration, the receipt and

sufficiency of which is hereby acknowledged, Assignor hereby assigns and transfers to Assignee

all of Assignor's right, title and interest in and to the Marks, together with the goodwill

symbolized by such Marks, and the right to sue for and take action with respect to past

infringements.

Assignor and Assignee agree that this United States Trademark Assignment is

subject to the terms and conditions of the Purchase Agreement.

[Signature Page Follows]

[35944.00104/108881701v.)

IN WITNESS WHEREOF, Assignor and Assignee have signed this Assignment as dated below.

### **ASSIGNOR:**

THE H COMPANY IP, LLC

Name: Benjamin Malka Title: Chief Geculive Officer

Date: Jung 8, 2018

## ASSIGNEE:

H LICENSING, LLC

Name: SETH BULLOUS

Title: EVP

Date: 6/14/2018

# SCHEDULE A

## The Marks

Mark Name	Reg. No.	Owner	Class No.	Goods	Registration Date	Status
H BY HALSTON	5464844	The H Company IP, LLC	25	Clothing, namely, leggings, jumpsuits, knit bottoms; footwear	05/08/2018	Registered
H HALSTON	5464843	The H Company IP, LLC	14	Women's cuff bracelets; costume jewelry; jewelry	05/08/2018	Registered
H HALSTON	5464842	The H Company IP, LLC	9	Eyewear; sunglasses; lenses for sunglasses; sunglass frames; eyeglass, sunglass and spectacle cases; related accessories, namely, hard cases for eyewear, soft pouches for eyewear and lens cloths; parts and fittings for eyeglasses, sunglasses and spectacles	05/08/2018	Registered

**RECORDED: 06/11/2018** 

TRADEMARK REEL: 006395 FRAME: 0591