

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM376180

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	03/07/2016
SEQUENCE:	2

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Franco Franchi		03/07/2016	INDIVIDUAL: ITALY

RECEIVING PARTY DATA

Name:	GMA Accessories, Inc.
Street Address:	1 East 33rd Street
City:	New York
State/Country:	NEW YORK
Postal Code:	10016
Entity Type:	Corporation: NEW YORK

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	2752473	LA SERA

CORRESPONDENCE DATA

Fax Number: 2125304488
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: 2125304400
Email: john@bozlaw.com
Correspondent Name: John P. Bostany
Address Line 1: 40 Wall Street
Address Line 2: 28th Floor
Address Line 4: New York, NEW YORK 10005

NAME OF SUBMITTER:	John P. Bostany
SIGNATURE:	/JPB/
DATE SIGNED:	03/09/2016

Total Attachments: 1

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OP \$40.00 2752473

ASSIGNMENT OF TRADEMARK REGISTRATION

Whereas FRANCO FRANCHI ("Assignor") is the title owner of the Trademark LA SERA (hereinafter the "Trademark") which is registered in Class 18 the United States Patent and Trademark Office, Registration No. 2,752,473 and deemed incontestible on November 28, 2008;

Assignor represents and warrants that (a) he has continuously used the Trademark in commerce on handbags, shoulder bags, pocketbooks, purses, and clutch bags from August 1, 2002 to date; (b) he is the now the exclusive owner of all rights, title and interest in the Trademark; (c) he has hereinbefore not licensed, assigned or entered into any other agreement regarding the ownership or use of the Trademark.

Now, therefore, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign unto GMA ACCESSORIES, INC. ("Assignee") all rights, title and interest in and to the Trademark, together with the goodwill in the Trademark;

The rights conveyed by this assignment cover all rights that Assignor had in the mark and include, but are not limited to, the right to use the Trademark, the right to display the Trademark, the right to renew or extend the Trademark to the extent permitted by law, the right to sell or assign the Trademark and the right to bring suit or to make any claim in Assignee's name for prior or future infringement of the rights of the Trademark. Following this Assignment, Assignee will be the exclusive owner of the Trademark and Assignor will no longer be the owner of the Trademark.

Dated: March 7, 2016

By: 

Franco Franchi