

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM587228

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	Release of Security Interest		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
MERCHANT FACTORS CORP.		07/16/2020	Corporation: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	DVF STUDIO, LLC		
<b>Street Address:</b>	440 West 14th Street		
<b>City:</b>	NEW YORK		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10014		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 35</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2815344	DIANE VON FURSTENBERG	
<b>Registration Number:</b>	4747190	DIANE VON FURSTENBERG	
<b>Registration Number:</b>	2877401	DIANE VON FURSTENBERG	
<b>Registration Number:</b>	3778687	DIANE VON FURSTENBERG	
<b>Registration Number:</b>	3216366	DIANE VON FURSTENBERG	
<b>Registration Number:</b>	3778630	DIANE VON FURSTENBERG	
<b>Registration Number:</b>	3778688	DIANE VON FURSTENBERG	
<b>Registration Number:</b>	4042362	DIANE VON FURSTENBERG	
<b>Registration Number:</b>	3781750	DIANE VON FURSTENBERG	
<b>Registration Number:</b>	2276188	DIANE VON FURSTENBERG	
<b>Registration Number:</b>	4218017	DIANE VON FURSTENBERG	
<b>Registration Number:</b>	4125766	DIANE VON FURSTENBERG	
<b>Registration Number:</b>	3778629	DIANE VON FURSTENBERG	
<b>Registration Number:</b>	3778628	DVF	
<b>Registration Number:</b>	4738719	DVF	
<b>Registration Number:</b>	3636390	DVF	
<b>Registration Number:</b>	3719338	DVF	
<b>Registration Number:</b>	4042343	DVF	
<b>Registration Number:</b>	3723115	DVF	
<b>TRADEMARK</b>			

OP \$890.00 2815344

Property Type	Number	Word Mark
Registration Number:	3719339	DVF
Registration Number:	4125765	DVF
Registration Number:	1081801	FEEL LIKE A WOMAN, WEAR A DRESS!
Registration Number:	3790637	STUDIO BY DIANE VON FURSTENBERG
Serial Number:	88691244	INCHARGE MEDIA
Serial Number:	88117696	LA PETITE VALISE
Serial Number:	88117689	LA PETITE VALISE
Serial Number:	88117687	LA PETITE VALISE
Serial Number:	88117684	LA PETITE VALISE
Serial Number:	88200114	TALITA
Serial Number:	88200109	TALITA VON
Serial Number:	88200107	TALITA VON FURSTENBERG
Serial Number:	88200108	TVF
Serial Number:	88416857	TVF FOR DVF
Serial Number:	88304686	TVF FOR DVF
Serial Number:	88117681	DESIGN YOUR LIFE

**CORRESPONDENCE DATA**

Fax Number: 8009144240

*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.*

Email: james.murray@wolterskluwer.com

Correspondent Name: CT Corporation

Address Line 1: 4400 Easton Commons Way

Address Line 2: Suite 125

Address Line 4: Columbus, OHIO 43219

NAME OF SUBMITTER: Leslie Kirsner

SIGNATURE: /Leslie Kirsner/

DATE SIGNED: 07/17/2020

**Total Attachments: 8**

source=Merchant-DVF-TM release filing with USPTO#page1.tif  
source=Merchant-DVF-TM release filing with USPTO#page2.tif  
source=Merchant-DVF-TM release filing with USPTO#page3.tif  
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source=Merchant-DVF-TM release filing with USPTO#page6.tif  
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# RECORDATION FORM COVER SHEET TRADEMARKS ONLY

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

### 1. Name of conveying party(ies):

MERCHANT FACTORS CORP.

- Individual(s)
- Partnership
- Corporation- State: Delaware
- Other \_\_\_\_\_

Citizenship (see guidelines) \_\_\_\_\_

Additional names of conveying parties attached?  Yes  No

### 3. Nature of conveyance/Execution Date(s) :

Execution Date(s) July 16, 2020

- Assignment
- Security Agreement
- Other Release of Security Interest
- Merger
- Change of Name

### 2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached?  Yes  No

Name: DVF STUDIO, LLC

Street Address: 440 West 14th Street

City: New York

State: New York

Country: USA Zip: 10014

- Individual(s) Citizenship \_\_\_\_\_
- Association Citizenship \_\_\_\_\_
- Partnership Citizenship \_\_\_\_\_
- Limited Partnership Citizenship \_\_\_\_\_
- Corporation Citizenship \_\_\_\_\_
- Other LLC Citizenship Delaware

If assignee is not domiciled in the United States, a domestic representative designation is attached:  Yes  No  
(Designations must be a separate document from assignment)

### 4. Application number(s) or registration number(s) and identification or description of the Trademark.

A. Trademark Application No.(s) \_\_\_\_\_ Text \_\_\_\_\_

B. Trademark Registration No.(s) \_\_\_\_\_

See Schedule A attached

See Schedule A attached

Additional sheet(s) attached?  Yes  No

### C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

### 5. Name & address of party to whom correspondence concerning document should be mailed:

Name: James Murray c/o CT Lien Solutions

Internal Address: \_\_\_\_\_

Street Address: 4400 Easton Commons Way, Suite 125

City: Columbus

State: Ohio Zip: 43219

Phone Number: (614) 280-3566

Docket Number: \_\_\_\_\_

Email Address: james.murray@wolterskluwer.com

### 6. Total number of applications and registrations involved:

35

### 7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ \_\_\_\_\_

- Authorized to be charged to deposit account
- Enclosed

### 8. Payment Information:

Deposit Account Number \_\_\_\_\_

Authorized User Name \_\_\_\_\_

### 9. Signature:

Signature

July 17, 2020

Date

Leslie Kirsner

Name of Person Signing

Total number of pages including cover sheet, attachments, and document: 8

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to: Mail Stop Assignment Recordation Branch, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

**NOTICE OF RELEASE OF  
SECURITY INTEREST IN TRADEMARKS**

This RELEASE OF SECURITY INTEREST IN TRADEMARKS (this "Release") dated as of July 16, 2020, is made by Merchant Factors Corp. ("Merchant") in favor of DVF Studio, LLC (the "Company").

WHEREAS, the Company and Merchant entered into a Collateral Assignment of Trademarks dated December 26, 2019, which was recorded with the United States Patent and Trademark Office (the "USPTO") on December 31, 2019, at Reel/Frame 6828/0521 (the "Collateral Assignment of Trademarks");

WHEREAS, pursuant to the Collateral Assignment of Trademarks, Merchant received security interests in all of the Company's rights, titles and interests in and to the Marks (as defined in the Collateral Assignment of Trademarks), including the trademark registrations and applications for trademark registrations set forth on Schedule A hereto (collectively with Marks, the "Trademarks");

WHEREAS the Company has requested and Merchant agrees to release any and all security interests, and any other lien, it has in the Trademarks, and assign all right, title and interest it may have in and to the Trademarks to Company.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Merchant hereby agrees as follows:

1. Defined Terms. All capitalized terms used, but not otherwise defined herein, shall have the meaning ascribed in or otherwise referenced in the Collateral Assignment of Trademarks.
2. Release. Merchant hereby releases, discharges, terminates and cancels all of its security interest in and to the Trademarks. If and to the extent that Merchant has acquired any right, title or interest in and to the Trademarks, Merchant hereby re-transfers, re-conveys and re-assigns such right, title or interest to the Company, without any recourse, representation or warranty of any kind.
3. Termination. Merchant acknowledges and agrees that the Collateral Assignment of Trademarks has been terminated.
4. Authorization. Merchant hereby authorizes the Company or the Company's agent to record this Notice of Release Security Interest in Trademarks with the United States Patent and Trademark Office and any foreign trademark office as required.
5. Further Assurances. Merchant agrees to take all further actions, and provide to the Company and its successors, assigns or other legal representative, all such cooperation and assistance (including, without limitation, the execution and delivery of any and all documents or other instruments), reasonable requested by the Company, at the


Company's sole cost and expense, to more fully and effectively effectuate the purposes of this Release.

6. Governing Law. This release shall be governed exclusively under the laws of the State of New York, without regard to conflicts of law or choice of law principles.

[Signature Page Follows]

IN WITNESS WHEREOF, the undersigned has executed this Notice of Release of Security Interest in Trademarks as of the date first written above.

Merchant Factors Corp.

By:   
Name: Michael P. Schenck  
Title: EVP

Signature Page to Notice of Release of Security Interest in Trademarks

TRADEMARK  
REEL: 007001 FRAME: 0551

Schedule A

DVF Studios, LLC Portfolio of Active U.S. Federal Marks  
(As of 12/6/2019)

Mark	Application Number	Application Date	Registration Number	Registration Date	Class(es)
DESIGN YOUR LIFE	88/117681	09/14/2018			25
DIANE VON FURSTENBERG	76/169721	11/22/2000	2815344	02/17/2004	03, 18
DIANE VON FURSTENBERG	86/406952	09/26/2014	4747190	06/02/2015	09
DIANE VON FURSTENBERG	78/259240	06/06/2003	2877401	08/24/2004	09, 14
DIANE VON FURSTENBERG	77/422635	03/14/2008	3778687	04/20/2010	14
DIANE VON FURSTENBERG	78/537886	12/23/2004	3216366	03/06/2007	16
DIANE VON FURSTENBERG	77/369347	01/11/2008	3778630	04/20/2010	18

Schedule A - 1

Mark	Application Number	Application Date	Registration Number	Registration Date	Class(es)
DIANE VON FURSTENBERG	77/422673	03/14/2008	3778688	04/20/2010	18
DIANE VON FURSTENBERG	77/369348	01/11/2008	4042362	10/18/2011	24
DIANE VON FURSTENBERG	77/422676	03/14/2008	3781750	04/27/2010	25
DIANE VON FURSTENBERG	75/574800	10/21/1998	2276188	09/07/1999	25
DIANE VON FURSTENBERG	77/422682	03/14/2008	4218017	10/02/2012	35
DIANE VON FURSTENBERG	77/574907	09/19/2008	4125766	04/10/2012	35
DIANE VON FURSTENBERG	77/369338	01/11/2008	3778629	04/20/2010	09
DVF	77/369337	01/11/2008	3778628	04/20/2010	09
DVF	86/406964	09/26/2014	4738719	05/19/2015	09
DVF	77/422569	03/14/2008	3636390	06/09/2009	14

Schedule A - 2



Mark	Application Number	Application Date	Registration Number	Registration Date	Class(es)
DVF	77/422579	03/14/2008	3719338	12/01/2009	18
DVF	77/334458	11/20/2007	4042343	10/18/2011	24
DVF	77/422590	03/14/2008	3723115	12/08/2009	25
DVF	77/422602	03/14/2008	3719339	12/01/2009	35
DVF	77/574618	09/19/2008	4125765	04/10/2012	35
FEEL LIKE A WOMAN, WEAR A DRESS! (Stylized)  <i>Feel like a woman, wear a dress!</i>	73/083406	04/05/1976	1081801	01/10/1978	25
INCHARGE MEDIA	88/691244	11/13/2019			09, 35, 38, 41
LA PETITE VALISE	88/117696	09/14/2018			09
LA PETITE VALISE	88/117689	09/14/2018			14

Schedule A - 3

Mark	Application Number	Application Date	Registration Number	Registration Date	Class(es)
LA PETITE VALISE	88/117687	09/14/2018			18
LA PETITE VALISE	88/117684	09/14/2018			25
STUDIO BY DIANE VON FURSTENBERG	77/365371	01/07/2008	3790637	05/18/2010	18
TALITA	88/200114	11/19/2018			03, 09, 14, 18, 25
TALITA VON	88/200109	11/19/2018			03, 09, 14, 18, 25
TALITA VON FURSTENBERG	88/200107	11/19/2018			03, 09, 14, 18, 25
TVF	88/200108	11/19/2018			03, 09, 14, 18, 25
TVF FOR DVF	88/416857	05/06/2019			03
TVF FOR DVF	88/304686	02/17/2019			09, 14, 18, 25

Schedule A - 4