

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM595899

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
ILUXE, LLC		09/02/2020	Limited Liability Company: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Mr. Basel Al Hendi		
Street Address:	P.O. Box 26830		
City:	Dubai		
State/Country:	UNITED ARAB EMIRATES		
Entity Type:	INDIVIDUAL: SYRIAN ARAB REPUBLIC		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	5668723	ICONIX	
Registration Number:	5668722	ICONIX	
CORRESPONDENCE DATA			
Fax Number:	2123368001		
<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:	2123368000		
Email:	ptodocket@arelaw.com		
Correspondent Name:	Max Vern		
Address Line 1:	Amster, Rothstein & Ebenstein LLP		
Address Line 2:	90 Park Avenue		
Address Line 4:	New York, NEW YORK 10016		
ATTORNEY DOCKET NUMBER:	54038/1		
DOMESTIC REPRESENTATIVE			
Name:	Max Vern		
Address Line 1:	Amster, Rothstein & Ebenstein LLP		
Address Line 2:	90 Park Avenue		
Address Line 4:	New York, NEW YORK 10016		
NAME OF SUBMITTER:	Max Vern		
SIGNATURE:	/Max Vern/		

OP \$65.00 5668723

DATE SIGNED:	09/03/2020
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Total Attachments: 1 source=ICONIX - I Luxe, LLC-Basel Al Hendi - U.S. Signed Deed of Assignment#page1.tif
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TRADEMARK ASSIGNMENT

WHEREAS, I LUXE, LLC, a Limited Liability Company organized and existing under the laws of State of California, having a principal place of business at 500 S Los Angeles Street, Unit 56, Los Angeles, California 90013 ("Assignor"), is the owner of all right, title and interest to trademarks ICONIX and ICONIX & Logo, and corresponding U.S. Trademark Registrations therefor No. 5,668,722 and No. 5,668,723 (together "the Trademarks"), and is the owner of all goodwill associated with the Trademarks; and

WHEREAS, Mr. Basel Al Hendi, a Syrian national, having a principal address at P.O. Box 26830, Dubai, United Arab Emirates ("Assignee"), is desirous of acquiring the said Trademarks, the U.S. Trademark Registrations No. 5,668,722 and No. 5,668,723 therefor, and all goodwill associated therewith;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all right, title and interest in and to the Trademarks, together with all goodwill symbolized by the Trademarks and the U.S. Registrations therefor No. 5,668,722 and No. 5,668,723.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be signed in its corporate name by its duly authorized officer this 02 day of September, 2020.

I LUXE, LLC

By:  CEO

Title:
Name: HAZEM BARNIA