

Opportunity: Trademarks
& Domain Names
Posh Brands®, LLC

Posh Brands

DEADLINE: Bids/Indications of Interest DUE July 21st, 2014

Hilco Streambank has been engaged as the exclusive agent to sell the ecommerce assets of Posh Brands, LLC.

Posh Brands, LLC operates as a **fully functional e-commerce retailer** of upscale **furniture** and interior design decorations in the United States. The company was founded in 2000 and is known worldwide for its **children** and baby furnishings, including **cribs** and fantasy themed beds. The company's target demographic is birth through age 12. Posh Brands generates revenues through its two primary domains: **PoshTots.com and PoshLiving.com**.



Posh Tots® (www.poshtots.com) is the company's primary e-commerce channel which offers luxury children and baby furnishings. Poshtots.com was responsible for \$4.0 million in revenue in 2012 and \$3.4 million in revenue in 2013, with an average order value of \$450. Posh Tots sales in 2014 to date have generated \$1.1 million in revenue.



Posh Living® (www.poshliving.com) is the company's secondary e-commerce channel which offers upscale interior design decorations and furniture from luxury brands, namely beds, bedding, carpets, lighting, storage, wall décor and dining products. Products sold under the Posh Living name generated over \$200,000 in 2012 and over \$100,000 in 2013.

Additional Assets Include:

- **Trademarks:** "The Most Extraordinary Children's Furnishings in the World!" ®, (Posh-Tot®), (Posh Little Tots®) and (Posh-Tots®)
- **www.babyparade.com**, a domain that was used to sell children and baby toys.
- **www.poshtweens.com**, a domain that was used to sell apparel, furniture and lifestyle accessories for kids ages 10-12.
- Their customer database containing approximately **100,000 total customers**, the top 20% of which are responsible for 78% of sales, and the top 40% of which are responsible for 91% of sales.

Further sale process details and information on the assets are available upon the execution of a confidentiality agreement.

For further information about the sale process and access to diligence materials please contact the following Hilco Streambank representatives:

Matthew Helming
Office: 781.444.4940 x 205
mhelming@hilcoglobal.com



Gabe Fried
Office: 781.444.4940
gfried@hilcoglobal.com

About Hilco Streambank

Hilco Streambank is a market leading advisory firm specializing in [intellectual property disposition and valuation](#). Over the last three years Hilco Streambank has become a leader in the IP valuation and disposition market. Having completed numerous transactions including sales in publicly reported Chapter 11 bankruptcy cases as well as private transactions, Hilco Streambank has established itself in the [internet and telecom](#) community as a responsible and effective intermediary in the space.