

TRADEMARK ASSIGNMENT

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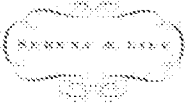

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Serena & Lily, LLC		04/30/2013	LIMITED LIABILITY COMPANY: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Serena & Lily, Inc.		
Street Address:	10 Liberty Ship Way, Suite 350		
City:	Sausalito		
State/Country:	CALIFORNIA		
Postal Code:	94965		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	3241729	SERENA & LILY	
Registration Number:	3241732	SERENA & LILY	
Registration Number:	3498142		
CORRESPONDENCE DATA			
Fax Number:	4153917124		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	415-354-0100		
Email:	siskindpto@harveysiskind.com		
Correspondent Name:	Lawrence J. Siskind/ HARVEY SISKIND LLP		
Address Line 1:	Four Embarcadero Center, 39th Floor		
Address Line 4:	San Francisco, CALIFORNIA 94111-4115		
ATTORNEY DOCKET NUMBER:	235.001		
NAME OF SUBMITTER:	Lawrence J. Siskind		

OP \$90.00 3241729

Signature:	/Lawrence J. Siskind/
Date:	05/15/2013
Total Attachments: 1 source=Serena & Lily TM Assignment#page1.tif	

TRADEMARK ASSIGNMENT

WHEREAS, SERENA & LILY, LLC ("Registrant"), a California limited liability company, having an address of 10 Liberty Ship Way, Suite 350, Sausalito, California 94965, is the owner of the United States trademark registrations listed below (the "Marks"):

<u>Mark</u>	<u>Registration No.</u>	<u>Registration Date</u>
SERENA & LILY	3241729	May 15, 2007
	3241732	May 15, 2007
	3498142	September 9, 2008

WHEREAS, SERENA & LILY, INC, ("Assignee"), a Delaware corporation, having its principal place of business at 10 Liberty Ship Way, Suite 350, Sausalito, California 94965, has acquired that portion of the goodwill of the business of Registrants associated with the Marks, including the registrations, and is the successor in interest to that portion of business of the Registrants to which the Marks pertain pursuant to Section 10 of the Lanham Act, 15 U.S.C. 1060.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Registrants assigned to Assignee all right, title, and interest in and to the Marks, together with the goodwill of that portion of the business to which the Marks apply, and the above Certificates of Registration therefor.

The record of this assignment shall be entered in the records of the United States Patent and Trademark Office.

SERENA & LILY, LLC

By: 
Lily Kinter, CEO

Dated: 4/30/13