

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM316747

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Ms. Cassandra Grey		07/18/2014	INDIVIDUAL: UNITED STATES
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Violet Grey, Inc.		
<b>Street Address:</b>	8091 Selma Avenue		
<b>City:</b>	Los Angeles		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	90046		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	85981712	VIOLET GREY	
<b>Serial Number:</b>	85669098	THE VIOLET FILES	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2127634141		
<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>			
<b>Phone:</b>	212-763-4100		
<b>Email:</b>	dmerlen@rpl-law.com		
<b>Correspondent Name:</b>	Deena R. Merlen		
<b>Address Line 1:</b>	41 Madison Avenue, 41 Floor		
<b>Address Line 2:</b>	Reavis Parent Lehrer LLP		
<b>Address Line 4:</b>	New York, NEW YORK 10010		
<b>ATTORNEY DOCKET NUMBER:</b>	9275.01		
<b>NAME OF SUBMITTER:</b>	Deena R. Merlen, Esq.		
<b>SIGNATURE:</b>	/Deena R. Merlen/		
<b>DATE SIGNED:</b>	09/11/2014		
<b>Total Attachments: 1</b>			
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ASSIGNMENT OF MARKS

This ASSIGNMENT OF MARKS (the "Assignment") is made and effective as of July 18, 2014, by Cassandra Grey ("Assignor") to Violet Grey, Inc., a Delaware corporation ("Assignee").

WHEREAS, Assignor has adopted, used, and applied to register on the Principal Register of the United States Patent and Trademark Office, the two marks set forth below (the "Assigned Marks");

Mark:	USPTO Serial Number:	USPTO Registration Number (if applicable):
Violet Grey	85981712	4561370
The Violet Files	85669098	

WHEREAS, Assignee desires to acquire all right, title and interest in and to the Assigned Marks.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor and Assignee agree as follows:

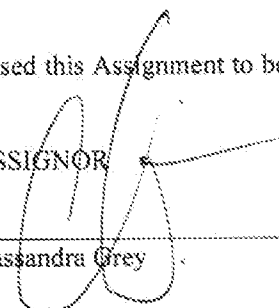
Assignor does hereby sell, transfer, convey, assign and deliver to Assignee all right, title and interest in and to the Assigned Marks, the applications for registration thereof, any registration thereof, and the goodwill of the business connected with the use thereof and symbolized thereby, free and clear of liens or encumbrances of any kind, all rights of priority therein in any country as may now or hereafter be granted by law, treaty or other international convention, and all rights, interests, claims and demands recoverable in law or equity, that Assignor has or may have in profits and damages for past, present and future infringements of the Assigned Marks, including, without limitation, the right to compromise, sue for and collect such profits and damages; the same to be held and enjoyed by Assignee, its successors and assigns or their legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment had not been made.

Assignor hereby agrees that Assignor shall and shall cause its affiliates and related parties to, from time to time, execute and deliver to Assignee such additional instruments, documents, conveyances or assurances and take such other action as shall be necessary, or otherwise reasonably be requested by Assignee, to confirm and assure the rights and obligations provided for in this Assignment, and render effective the consummation of the transactions contemplated hereby, or otherwise to carry out the intent and purposes of this Assignment.

This Assignment shall be governed by, and construed in accordance with, the laws of the United States, in respect to trademark and service mark issues and in all other respects including as to validity, interpretation and effect by the laws of the State of California, without giving effect to the conflict of law rules thereof.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be duly executed as of the date first written above.

ASSIGNOR

  
\_\_\_\_\_  
Cassandra Grey

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