

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM326234

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
S.L.E. Lupus Foundation		11/20/2014	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	Lupus LA, Inc.		
Street Address:	8383 Wilshire Blvd, Ste 232		
City:	Beverly Hills		
State/Country:	CALIFORNIA		
Postal Code:	90211		
Entity Type:	nonprofit public benefit corporation: CALIFORNIA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	77602627	ORANGE BALL	
Registration Number:	3080215	HOLLYWOOD BAG LADIES	
CORRESPONDENCE DATA			
Fax Number:	2127288111		
<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:	2127288000		
Email:	ipdept@willkie.com		
Correspondent Name:	Kim Walker c/o Willkie Farr & Gallagher		
Address Line 1:	787 Seventh Avenue		
Address Line 4:	New York, NEW YORK 10019		
ATTORNEY DOCKET NUMBER:	099980.1014		
NAME OF SUBMITTER:	Kim A. Walker		
SIGNATURE:	/kaw-907/		
DATE SIGNED:	12/16/2014		
Total Attachments: 4			
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TRADEMARK ASSIGNMENT AGREEMENT

THIS TRADEMARK ASSIGNMENT AGREEMENT ("Trademark Assignment"), dated as of November 20, 2014, is entered into by and between S.L.E. Lupus Foundation, a New York corporation (the "Assignor") and Lupus LA, Inc. a California nonprofit public benefit corporation (the "Assignee").

WHEREAS, Assignor owns the trademarks and applications and registrations therefor set forth on the attached Schedule A (collectively, the "Trademarks");

WHEREAS, Assignor and Assignee have entered into that certain Separation Agreement, effective as of February 1, 2014 and dated as of the date hereof (such agreement, as amended from time to time, the "Separation Agreement"), pursuant to which Assignor agreed to assign the Trademarks to Assignee; and

WHEREAS, the parties wish to execute and deliver this Trademark Assignment for the purpose of assigning the Trademarks from Assignor to Assignee.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby irrevocably grant, assign, transfer and set over to Assignee, its successors, assigns and legal representatives, all of Assignor's right, title and interest in and to the Trademarks, together with the goodwill of the business symbolized by and associated therewith.

Assignor hereby authorizes the United States Patent and Trademark Office to transfer the Trademarks to Assignee as assignee of Assignor's right, title and interest therein or otherwise as Assignee may direct, in accordance with this instrument of assignment.

Nothing herein contained shall itself change, amend, extend or alter (nor shall it be deemed or construed as changing, amending, extending or altering) the terms and conditions set forth in the Separation Agreement in any manner whatsoever. This Trademark Assignment does not create or establish liabilities or obligations not otherwise created or existing under or pursuant to the terms and conditions set forth in the Separation Agreement. In the event of any conflict or other difference between the Separation Agreement and this Trademark Assignment, the provisions of the Separation Agreement shall control.

[Signature page follows]

IN WITNESS WHEREOF the parties have executed this Trademark
Assignment as of the date first herein written above.

S.L.E. LUPUS FOUNDATION

By: Margaret Doud
Name: MARGARET DOWD
Title: EXECUTIVE DIRECTOR

LUPUS LA, INC.


By: _____
Name:
Title:

IN WITNESS WHEREOF the parties have executed this Trademark Assignment as of the date first herein written above.

S.L.E. LUPUS FOUNDATION

By: _____
Name:
Title:

LUPUS LA, INC.

By: 
Name: ADAM SELKOWITZ
Title: CHAIRMAN

SCHEDULE A

U.S. Application Number 77/602,627 for the mark ORANGE BALL

U.S. Registration Number 3,080,215 for the mark HOLLYWOOD BAG LADIES