

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM334080

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Fiori, LLC		12/15/2014	LIMITED LIABILITY COMPANY:
RECEIVING PARTY DATA			
Name:	Obvious Clothing, LLC		
Street Address:	4112 California Ave. SW		
City:	Seattle		
State/Country:	WASHINGTON		
Postal Code:	98116		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	4536022	LOLLY	
Registration Number:	3849598	LOLLY	
CORRESPONDENCE DATA			
Fax Number:	4045274198		
	<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:	404-527-4000		
Email:	fbenjamin@mckennalong.com		
Correspondent Name:	Frank S. Benjamin		
Address Line 1:	303 Peachtree Street NE, Suite 5300		
Address Line 4:	Atlanta, GEORGIA 30308		
ATTORNEY DOCKET NUMBER:	030871.00005		
NAME OF SUBMITTER:	Frank S. Benjamin		
SIGNATURE:	/frank s benjamin/		
DATE SIGNED:	03/04/2015		
Total Attachments: 2			
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Exhibit A

TRADEMARK ASSIGNMENT

This is a Trademark Assignment (the "Assignment") by and between Obvious Clothing, LLC ("Assignee") and Fiori, LLC ("Assignor"), effective as of the December 15, 2014 Effective Date of the Settlement Agreement between the parties.

WHEREAS, pursuant to a separate agreement between the parties, Assignor agreed to assign, transfer and convey to Assignee all of its right, title and interest in and to the trademark and registrations identified on Schedule A attached hereto and the common law rights in same (collectively, hereinafter the "Mark");


WHEREAS, this Assignment shall confirm the separate agreement between the parties concerning the ownership of the Mark and all rights therein, including the goodwill of the business associated therewith; and

NOW, THEREFORE, for valuable consideration the receipt and sufficiency of which are hereby acknowledged, Assignor hereby conveys, transfers and assigns to Assignee all right, title and interest in and to the Mark, and all registrations identified on Schedule A, together with the goodwill of the business associated therewith effective in accordance with the parties' separate agreement. Accordingly, Assignor further assigns to Assignee all of its rights to sue for and receive all damages and other relief from past infringing uses of the Mark. Assignor hereby requests the Commissioner of Patents and Trademarks to record this Assignment to Assignee. This Assignment may be executed in any number of counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same.

IN WITNESS WHEREOF, the undersigned has caused this Trademark Assignment to be executed in favor of Assignee.

FIORI, LLC


By:


Print Name: LAURA
Title: General Mgr

Acknowledged and Agreed:

OBVIOUS CLOTHING, LLC

By:


Todd Kimball
Chief Executive Office

TRADEMARK

REEL: 005473 FRAME: 0116

SCHEDULE A

<u>Reg. No.</u>	<u>Word Mark</u>
4536022	LOLLY
3849598	LOLLY