

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM341776

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Everyday California Holdings, LLC		05/14/2015	LIMITED LIABILITY COMPANY: CALIFORNIA
RECEIVING PARTY DATA			
Name:	EDCA LLC		
Street Address:	c/o United States Corporation Company		
Internal Address:	2711 Centerville Road, Suite 400		
City:	Wilmington		
State/Country:	DELAWARE		
Postal Code:	19808		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	4575242	EVERYDAY CALIFORNIA	
Registration Number:	4564039		
CORRESPONDENCE DATA			
Fax Number:	3102030567		
<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:	310-203-8080		
Email:	trademarkdocket@jmbm.com		
Correspondent Name:	Rod S. Berman		
Address Line 1:	Jeffer Mangels Butler & Mitchell LLP		
Address Line 2:	1900 Avenue of the Stars, 7th Floor		
Address Line 4:	Los Angeles, CALIFORNIA 90067		
ATTORNEY DOCKET NUMBER:	74869-0001		
NAME OF SUBMITTER:	Rod S. Berman		
SIGNATURE:	/rod s. berman/		
DATE SIGNED:	05/19/2015		
Total Attachments: 2			
source=U.S. Trademark Assignment (signed) - Everyday California Holdings, LLC to EDCA LLC#page1.tif			

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TRADEMARK ASSIGNMENT

WHEREAS, EVERYDAY CALIFORNIA HOLDINGS, LLC, a California limited liability company, having its principal address at 7472 La Jolla Boulevard, La Jolla, California 92037, United States ("Assignor") is the owner of the trademarks and registrations listed in Exhibit A attached hereto and incorporated herein by this reference (collectively hereinafter referred to as the "Marks), and the goodwill associated therewith.

WHEREAS, EDCA LLC, a Delaware limited liability company, having its principal address at c/o United States Corporation Company, 2711 Centerville Road, Suite 400, Wilmington, Delaware 19808, United States ("Assignee"), desires to acquire all of Assignor's right, title and interest in and to the Marks, as well as the goodwill associated therewith.

NOW, THEREFORE, in consideration of the foregoing and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, assign, transfer and convey to Assignee, and Assignee does hereby accept from Assignor, the Marks, and the goodwill associated therewith, effective as of the date of this Assignment, together with the right to bring and prosecute any claims or causes of action for past infringement of the Marks.

IN WITNESS WHEREOF, this Assignment is effective as of May 14, 2015.

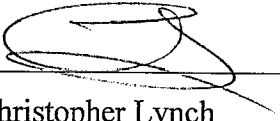
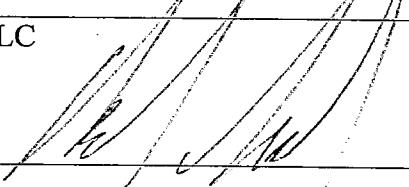
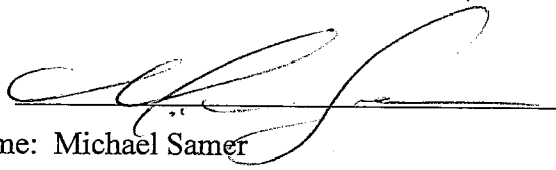

EVERYDAY CALIFORNIA HOLDINGS, LLC By:  Name: Christopher Lynch Title: Member	EDCA LLC By:  Name: Howard Siegel Title: President & Chief Operating Officer
EVERYDAY CALIFORNIA HOLDINGS, LLC By:  Name: Michael Samer Title: Member	

EXHIBIT A

<u>Mark</u>	<u>Country</u>	<u>Class</u>	<u>Reg. No.</u>	<u>Status</u>
EVERYDAY CALIFORNIA	U.S.	25	4575242	Registered
	U.S.	25	4564039	Registered