

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM344972

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Louise Ward O'Kief		04/09/2014	INDIVIDUAL: UNITED STATES
Melissa A. Davis		04/09/2014	INDIVIDUAL: UNITED STATES
Connie Teal		04/09/2014	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	MJCA Holdings, LLC		
Street Address:	17 Mile Drive		
City:	Pebble Beach		
State/Country:	CALIFORNIA		
Postal Code:	93953		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3665563	MARCHESA	
Registration Number:	3200322	MARCHESA JEWELRY	
CORRESPONDENCE DATA			
Fax Number:	2022931877		
<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:	202-293-3555		
Email:	shumphrey@cameronllp.com, ggurok@cameronllp.com		
Correspondent Name:	Stephen L. Humphrey/Galina Gurok		
Address Line 1:	818 Connecticut Ave NW Ste. 1003		
Address Line 4:	Washington, D.C. 20006		
NAME OF SUBMITTER:	Galina Gurok		
SIGNATURE:	/Galina Gurok/		
DATE SIGNED:	06/17/2015		
Total Attachments: 1			
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TRADEMARK ASSIGNMENT


WHEREAS, Louise Ward O’Kief, Melissa A. Davis and Connie Teal, with an office address at 17 Mile Drive, Pebble Beach, CA 93953 (“Assignors”), have adopted, used and are using the mark “**MARCHESA**” and own a registration for the mark on the Principal Register of the United States Patent & Trademark Office, issued on August 11, 2009 (Registration No. 3,665,563) for use in connection with the following services: “Gemological appraisal services; Custom designing of jewelry for customers; gemological services, namely, grading precious stones”; and


WHEREAS, Louise Ward O’Kief, being one of the Assignors named above, has adopted, used and is using the mark “**MARCHESA JEWELRY**”(and Design) and owns a registration for the mark on the Principal Register of the United States Patent & Trademark Office, issued on January 23, 2007 (Registration No. 3,200,322) for use in connection with the following goods and services: “Jewelry, namely, necklaces, bracelets, rings, brooches and earrings; Retail store services featuring jewelry, ornaments of china, glass, crystal and porcelain, and glassware, silver flatware and china dishes; Custom designing of jewelry for customers” (the marks **MARCHESA** and **MARCHESA JEWELRY** being herein referred to collectively as the “Marks”); and

WHEREAS, Assignors have formed MJCA Holdings, LLC, a Delaware limited liability company (“Assignee”), and desire to assign the Marks and the registrations for the Marks, together with the goodwill of the business symbolized by the Marks to Assignee.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignors hereby assign and transfer to Assignee, effective as of April 9, 2014, all right, title and interest in and to the Marks, together with the goodwill of the business symbolized by the Marks.


Louise Ward O’Kief
Dated effective as of: April 9, 2014


Melissa A. Davis
Dated effective as of: April 9, 2014


Connie Teal
Dated effective as of: April 9, 2014