

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM348669

|                              |  |
|------------------------------|--|
| <b>SUBMISSION TYPE:</b>      | NEW ASSIGNMENT                                     |
| <b>NATURE OF CONVEYANCE:</b> | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL |

## CONVEYING PARTY DATA

| Name                         | Formerly | Execution Date | Entity Type             |
|------------------------------|----------|----------------|-------------------------|
| ELEVEE CUSTOM CLOTHING, INC. |          | 11/06/2009     | CORPORATION: CALIFORNIA |

## RECEIVING PARTY DATA

|                        |                           |
|------------------------|---------------------------|
| <b>Name:</b>           | MICHAEL O'BRIEN           |
| <b>Street Address:</b> | 6930 Valjean Avenue       |
| <b>City:</b>           | Van Nuys                  |
| <b>State/Country:</b>  | CALIFORNIA                |
| <b>Postal Code:</b>    | 91406                     |
| <b>Entity Type:</b>    | INDIVIDUAL: UNITED STATES |
| <b>Name:</b>           | REBECCA FRAZIER           |
| <b>Street Address:</b> | 6930 Valjean Avenue       |
| <b>City:</b>           | Van Nuys                  |
| <b>State/Country:</b>  | CALIFORNIA                |
| <b>Postal Code:</b>    | 91406                     |
| <b>Entity Type:</b>    | INDIVIDUAL: UNITED STATES |

## PROPERTY NUMBERS Total: 11

| Property Type        | Number   | Word Mark              |
|----------------------|----------|------------------------|
| Registration Number: | 3256190  | ÉLEVÉE                 |
| Registration Number: | 3631449  | É                      |
| Registration Number: | 3059276  | É                      |
| Registration Number: | 3029720  | ÉLEVÉE                 |
| Registration Number: | 3261418  | ELEVATE YOUR GAME      |
| Registration Number: | 2907627  | ELEVEE CUSTOM CLOTHING |
| Registration Number: | 2847300  | ELEVATE YOUR IMAGE     |
| Serial Number:       | 77114413 | ELEVEE MOTORING        |
| Serial Number:       | 77114409 | É                      |
| Serial Number:       | 76480195 | É-WEAR                 |
| Serial Number:       | 77048186 | ELEVATE YOUR GAME      |

## CORRESPONDENCE DATA

TRADEMARK

**Fax Number:** 9493730501

***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.***

**Phone:** 9492758101

**Email:** cperez@laderalawgroup.com

**Correspondent Name:** Christa Perez

**Address Line 1:** 999 Corporate Drive Ste 100

**Address Line 4:** Ladera Ranch, CALIFORNIA 92694

|                                |           |
|--------------------------------|-----------|
| <b>ATTORNEY DOCKET NUMBER:</b> | ELEVEE/TM |
|--------------------------------|-----------|

|                           |               |
|---------------------------|---------------|
| <b>NAME OF SUBMITTER:</b> | Christa Perez |
|---------------------------|---------------|

|                   |                   |
|-------------------|-------------------|
| <b>SIGNATURE:</b> | /christa d perez/ |
|-------------------|-------------------|

|                     |            |
|---------------------|------------|
| <b>DATE SIGNED:</b> | 07/20/2015 |
|---------------------|------------|

**Total Attachments: 2**

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## TRADEMARK ASSIGNMENT

This Trademark Assignment ("Assignment") is made effective as of November 6, 2009 by and between Elevee Custom Clothing, Inc., a California corporation ("ASSIGNOR"), and Michael O'Brien and Rebecca Frazier (collectively, "ASSIGNEE"), with reference to the following facts:

WHEREAS, ASSIGNOR is the owner of the trademarks (the "Marks") set forth in Exhibit A, attached hereto and incorporated by reference herein, together with the goodwill of the business symbolized thereby.

WHEREAS, ASSIGNEE has loaned to ASSIGNOR the aggregate sum of \$755,000 over a period of five years pursuant to the terms of several promissory notes between ASSIGNOR and ASSIGNEE (the "Notes");

WHEREAS, the principal and interest due under the Notes is payable on demand, however, the total balance due remains outstanding as of the date hereof;

WHEREAS, ASSIGNOR has requested that ASSIGNEE loan to ASSIGNOR additional funds in the amount of \$1,250,000 pursuant to the terms of that certain Secured Convertible Promissory Note of even date herewith (the "New Note");

WHEREAS, in order to induce ASSIGNEE to enter into the New Note and loan additional funds to ASSIGNOR, ASSIGNOR has agreed to convey, transfer, assign, deliver, and contribute to ASSIGNEE all of its right, title, and interest in and to the Marks.

NOW, THEREFORE, in consideration of ASSIGNEE's agreement to enter into the New Note and loan additional funds to ASSIGNOR pursuant to the terms thereof, and for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby conveys, transfers, assigns, delivers, and contributes to ASSIGNEE all of ASSIGNOR'S right, title, and interest of whatever kind in and to the Marks, together with (1) the goodwill of the business symbolized thereby; (2) all income, royalties, and damages hereafter due or payable to ASSIGNOR with respect to the Marks, including without limitation, damages, and payments for past or future infringements and misappropriations of the Marks; and (3) all rights to sue for past, present and future infringements or misappropriations of the Marks.

ASSIGNOR further covenants that it will execute all documents, papers, forms and authorizations and take all other actions that may be necessary for securing, completing, or vesting in ASSIGNEE full right, title, and interest in the Marks.

IN WITNESS WHEREOF, ASSIGNOR has duly executed and delivered this Assignment, as of the day and year first above written.

ELEVEE CUSTOM CLOTHING, INC.

By:   
Michael O'Brien, President

Exhibit A

**Marks**

| Reg/Serial No | Trademark              | Class/Goods & Services  |
|---------------|------------------------|---|
| 3256190       | ÉLEVÉE                 | Class 9: Eyeglasses; Eyewear accessories, namely, straps, neck cords and head straps which restrain eyewear from movement on a wearer; Sunglasses.  |
| 3631449       | É                      | Class 9: Eyeglasses; Eyewear accessories, namely, straps, neck cords and head straps which restrain eyewear from movement on a wearer; Sunglasses.  |
| SN 77114413   | ELEVÉE MOTORING        | Class 12: Automobile structural parts, namely, wheels, hubcaps, brake pedals, brake mounting cover plates, gear lever knobs, emergency handbrake knobs, side cover plates and license plate holders   |
| SN 77114409   | É                      | Class 12: Automobile structural parts, namely, wheels, hubcaps, brake pedals, brake mounting cover plates, gear lever knobs, emergency handbrake knobs, side cover plates and license plate holders   |
| 77048186      | ELEVATE YOUR GAME      | Class 25: Clothing, namely, suits, jackets, slacks, shirts, sport coats, tuxedos, overcoats, ties, socks, hats and belts; Clothing, namely, evening gowns, wedding dresses, shoes, skirts and shalls.   |
| 3059276       | É                      | Class 3: Cologne and perfume, cosmetics, skin and body lotion.<br>Class 14: Precious metal money clips, jewelry and cuff links.<br>Class 18: Wallets, purses and hand bags.<br>Class 25: Custom clothing namely; custom suits, slacks, sport coats, tuxedos, overcoats, evening gowns, wedding dresses, and other clothing namely; shirts, shoes, ties, socks, skirts, camisoles, vests, leather and suede jackets, hats, underwear, and belts. |
| 3029720       | ÉLEVÉE                 | Class 3: Cologne and perfume, cosmetics, skin and body lotion.<br>Class 14: Precious metal money clips, jewelry and cuff links.<br>Class 18: Wallets, purses and hand bags.<br>Class 25: Custom clothing namely; custom suits, slacks, sport coats, tuxedos, overcoats, evening gowns, wedding dresses, and other clothing namely; shirts, shoes, ties, socks, skirts, camisoles, vests, leather and suede jackets, hats, underwear, and belts. |
| 3261418       | ELEVATE YOUR GAME      | Class 45: fashion consultation; wedding fashion and wardrobe consultation; and wardrobe consultation in the nature of matching clothing and clothing accessories for others.  |
| SN 76480195   | É-WEAR                 | Class 25: Custom clothing namely; custom suits, slacks, sport coats, tuxedos, overcoats, evening gowns, wedding dresses, and other clothing namely; shirts, shoes, ties, socks, skirts, camisoles, vests, leather and suede jackets, hats, underwear, and belts   |
| 2907627       | ELEVÉE CUSTOM CLOTHING | Class 25: Custom clothing namely; custom suits, slacks, sport coats, tuxedos, overcoats, evening gowns, wedding dresses, and other clothing namely; shirts, shoes, ties, socks, skirts, camisoles, vests, leather and suede jackets, hats, underwear, and belts.  |
| 2847300       | ELEVATE YOUR IMAGE     | Class 45: fashion consultation; wedding fashion and wardrobe consultation; and wardrobe consultation in the nature of matching clothing and clothing accessories for others.  |
|               |                        |   |

**TRADEMARK**

**RECORDED: 07/20/2015**

**REEL: 005580 FRAME: 0778**