

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM348776

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Kendra Scott Design, Inc.		07/17/2015	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Kendra Scott, LLC		
Street Address:	1400 S Congress Ave A170		
City:	Austin		
State/Country:	TEXAS		
Postal Code:	78704		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 8			
Property Type	Number	Word Mark	
Serial Number:	85248716	COLOR BAR	
Serial Number:	86488304		
Serial Number:	77859007	I DO	
Serial Number:	86485010		
Serial Number:	85615070		
Serial Number:	86492825		
Serial Number:	86601462		
Serial Number:	86601470		
CORRESPONDENCE DATA			
Fax Number:	5123225201		
<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:	5123225200		
Email:	tmcentral@pirkeybarber.com		
Correspondent Name:	Sherri L. Eastley		
Address Line 1:	600 Congress Avenue Suite 2120		
Address Line 4:	Austin, TEXAS 78701		
NAME OF SUBMITTER:	Sherri L. Eastley		
SIGNATURE:	/Sherri L. Eastley/		

OP \$215.00 85248716

DATE SIGNED:	07/21/2015
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Total Attachments: 4

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ASSIGNMENT OF MARKS

WHEREAS, Kendra Scott Design, Inc., a corporation organized under the laws of Delaware ("KSD"), having an address of 1400 South Congress Ave., A-170, Austin, Texas 78704, is the owner of the trademarks listed on **Schedule A** attached hereto, as well as numerous additional unregistered trademarks used by KSD and its predecessors in interest (the "Trademarks");

WHEREAS, Kendra Scott, LLC, a limited liability company under the laws of Delaware ("LLC"), having an address of 1400 South Congress Ave., A-170, Austin, Texas 78704, is the successor to the KSD business to which the Trademarks pertain pursuant to that certain Contribution Agreement between KSD and LLC, dated as of July 17, 2015 ("Contribution Agreement"), and LLC desires to acquire any and all rights and goodwill associated with the Trademarks, including the related applications and registrations;

NOW, THEREFORE, for good and valuable consideration as set forth in the Contribution Agreement, the receipt and sufficiency of which are hereby acknowledged, KSD does hereby assign to LLC all right, title and interest in and to said Trademarks, including related applications and registrations, together with the goodwill of the business symbolized by the Trademarks and all of KSD's claims and causes of action for the infringement by any third party of any rights in or to the Trademarks that KSD may possess therein, whether such claims and causes of action are filed, arose or accrued before or after the execution of this Agreement, and all remedies associated therewith.

For purposes of clarity, the assignment contained herein does not assign any marks that incorporate the words KENDRA, KENDRA SCOTT or KS, as these marks are not owned by KSD.

This trademark assignment may be executed simultaneously in two or more counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same instrument.

IN WITNESS WHEREOF, each of the parties has duly executed this Assignment as of July 17, 2015.

****Signature page to follow****



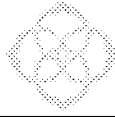




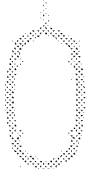
KENDRA SCOTT DESIGN, INC.

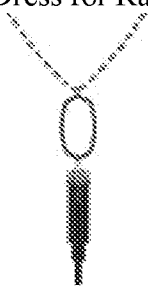
By: Ri Kelly
Name: Brian Kelly
Title: CFO
Date: July 17, 2015

KENDRA SCOTT, LLC

By: Ri Kelly
Name: Brian Kelly
Title: CFO
Date: July 17, 2015

Schedule A to Trademark Assignment from KSD to LLC

Mark	Class of Goods	Country	Application No.	Registration No. or Status
COLOR BAR	Class 14	USA	85/248,716	4,159,941
Geometric Flower Medallion Filigree 	Classes 14 & 18	USA	86/488,304	Pending
I DO	Class 14	USA	77/859,007	Pending
Print Flower Medallion Filigree 	Class 35	USA	86/485,010	Pending
Print Flower Medallion Filigree (Color) 	Class 14	USA	85/615,070	4,297,566
Symmetrical Flower Medallion Filigree 	Classes 3, 6, 9, 14, 18, 20, 21, 25 & 35	Canada	1729129	Pending
Symmetrical Flower Medallion Filigree 	Class 14	China	1250271	Pending
Symmetrical Flower Medallion Filigree 	Class 14	USA	86/492,825	Pending
Symmetrical Flower Medallion Filigree 	Class 14	WIPO/Madrid	A0049771	1250271
Trade Dress for Danielle 	Class 14	USA	86/601,462	Pending

Trade Dress for Rayne 	Class 14	USA	86/601,470	Pending
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