

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM351514

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Pinkie Swear, Inc.		08/10/2015	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Pinkie Swear Acquisition, LLC		
Street Address:	11312 Penrose Street		
City:	Sun Valley		
State/Country:	CALIFORNIA		
Postal Code:	91352		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	2647370	PINKIE SWEAR	
Serial Number:	86571127	PINKIE SWEAR	
Serial Number:	85924784	PINKIE SWEAR	
CORRESPONDENCE DATA			
Fax Number:	3102822200		
<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:	310-282-2108		
Email:	efilings@loeb.com		
Correspondent Name:	David W. Grace		
Address Line 1:	10100 Santa Monica Blvd, Ste. 2200		
Address Line 4:	Los Angeles, CALIFORNIA 90067		
ATTORNEY DOCKET NUMBER:	225325-10001		
NAME OF SUBMITTER:	Aleson Clarke		
SIGNATURE:	/Aleson Clarke/		
DATE SIGNED:	08/14/2015		
Total Attachments: 1			
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TRADEMARK AND DOMAIN NAME ASSIGNMENT

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Pinkie Swear, Inc., a Delaware corporation, ("Assignor") hereby sells, assigns, and transfers to Pinkie Swear Acquisition, LLC, a Delaware limited liability company corporation, ("Assignee"), having a place of business at 11312 Penrose Street, Sun Valley, CA 91352, absolutely and forever: (a) its entire right, title, and interest, whether statutory or at common law, in and to the trade name, trademark, and service mark PINKIE SWEAR and all variations of the name and mark (collectively, the "Marks"), together with the goodwill of the business symbolized by the Marks, and all corresponding registrations and applications to register the Marks including but not limited to Registration No. 2647370 and Application Nos. 86571127 and 85924784, as well as all causes of action for any and all previously occurring infringements of the rights being assigned and the right to receive and retain the proceeds relating to those infringements; and (b) all of its right, title, and interest in and to the domain name pinkieswear.com and any and all other domain names that include the terms "pinkie" and/or "swear" (collectively, the Domain Names).

Assignor agrees to execute any further papers and to do such other acts as may be necessary and proper to vest full title in and to the Marks and Domain Names and other corresponding rights in the Assignee.

IN WITNESS WHEREOF, this Assignment is effective as of the ___th day of August 2015.

Pinkie Swear, Inc.

By: _____

Name: STEPHEN T. ROBINSON

Title: PRESIDENT

State of California)
County of Orange)

On 8/10/2015, before me, Kyle Dutton Notary Public, personally appeared Stephen T. Robinson, who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under penalty of perjury under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature Kyle Dutton (Seal)

