

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM358801

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|---|--|-----------------------|---------------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Danica Siegel | | 10/12/2015 | INDIVIDUAL: UNITED STATES |
| RECEIVING PARTY DATA | | | |
| Name: | Danica Aromatics, Inc. | | |
| Street Address: | 927 21st Street #1 | | |
| City: | Santa Monica | | |
| State/Country: | CALIFORNIA | | |
| Postal Code: | 90403 | | |
| Entity Type: | CORPORATION: CALIFORNIA | | |
| PROPERTY NUMBERS Total: 2 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 2045626 | I AM | |
| Serial Number: | 86691598 | I AM | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 3105510283 | | |
| <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: | 3107883521 | | |
| Email: | aburke@tocounsel.com | | |
| Correspondent Name: | Amy E. Burke | | |
| Address Line 1: | 1840 Century Park East, Suite 500 | | |
| Address Line 4: | Los Angeles, CALIFORNIA 90067 | | |
| ATTORNEY DOCKET NUMBER: | 22414.08002 | | |
| NAME OF SUBMITTER: | Amy E. Burke | | |
| SIGNATURE: | /Amy E. Burke/ | | |
| DATE SIGNED: | 10/15/2015 | | |
| Total Attachments: 1 | | | |
| source=Trademark Assignment - Danica Aromatics#page1.tif | | | |

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TRADEMARK ASSIGNMENT

Danica A. Siegel, an individual ("Assignor"), with a principal address of 927 21st Street #1, Santa Monica, California 90403, is the owner of the trademarks and trade dress utilized with the I AM brand, including without limitation U.S. Registration No. 2045626 and U.S. Application Serial No. 86691598 (the "Trademarks").

Danica Aromatics, Inc., a California corporation ("Assignee"), with a principal address of 927 21st Street #1, Santa Monica, California 90403, wishes to acquire all rights, title and interest in and to the Trademarks, and all goodwill associated therewith.

THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor assigns the Trademarks to Assignee as follows:

1. **Grant of Rights.** Assignor irrevocably grants, sells, transfers, assigns, and delivers to Assignee all right, title, and interest of every kind throughout the world that Assignor has in and to the Trademarks, the goodwill of the business pertaining thereto, and any and all claims or causes of action arising from third party conduct with respect to the Trademarks. Assignor further irrevocably grants, sells, transfers, assigns, and delivers to Assignee the right to sue any third party that infringed the Trademarks prior to or after this assignment, including but not limited to the right to seek and recover pre-assignment damages, and the right to settle suits involving claims and demands for royalties owing.

2. **Warranties.** Assignor represents and warrants that Assignor is the owner of the Trademarks free and clear of any lien, encumbrance, claims, or challenges, and that Assignor has not previously assigned its ownership of the Trademarks, in whole or in part, to any other person.

3. **Rights and Obligations.** Assignor agrees to execute and deliver to Assignee any and all documents necessary to effect and complete the transfer and sale to Assignee of all rights in the Trademarks.

IN WITNESS WHEREOF, each party has agreed to an executed this Assignment on October 12, 2015.

Assignor:
Danica Siegel


Danica Siegel

Assignee:
Danica Aromatics, Inc.


Danica Siegel, its President