

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM373717

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Paris Presents Incorporated		02/17/2016	CORPORATION: ILLINOIS
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	LUCKY SCENT INC.		
<b>Street Address:</b>	317 N. LA BREA AVENUE		
<b>City:</b>	Los Angeles		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	90036		
<b>Entity Type:</b>	CORPORATION: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4369278	SCENT BAR	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>			
<b>Phone:</b>	3105785141		
<b>Email:</b>	tdifloure@gmail.com		
<b>Correspondent Name:</b>	Thomas L. Difloure		
<b>Address Line 1:</b>	13952 Bora Bora Way, #317		
<b>Address Line 4:</b>	Marina Del Rey, CALIFORNIA 90292		
<b>NAME OF SUBMITTER:</b>	Thomas L. Difloure		
<b>SIGNATURE:</b>	/Thomas L. Difloure/		
<b>DATE SIGNED:</b>	02/18/2016		
<b>Total Attachments: 2</b>			
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OP \$40.00 4369278

## TRADEMARK ASSIGNMENT

This Assignment made on February 16, 2016 between Paris Presents Incorporated, an Illinois Corporation, 3800 Swanson Court, Gurnee, Illinois 60031 ("Assignor"), and Lucky Scent, Inc., a California corporation, 317 North La Brea Avenue, Los Angeles, CA 90036 ("Assignee"). This Assignment is effective as of the date it is executed by both parties.

WHEREAS, Assignor is the owner of the trademark U.S. Reg. No. 4369278 SCENT BAR ("the Mark").

WHEREAS, Assignor has agreed to assign, sell, and transfer all right, title, and interest in and to the Mark in perpetuity to the Assignee.

NOW THEREFORE, in pursuance of this agreement and 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 Mark, together with the (1) the goodwill of the business relating to the Products/Services in respect upon which the trademark is used and for which it is registered, (2) all income, royalties, and damages hereafter due or payable to Assignor with respect to the Mark, including but without limitation, damages and payments for past or future infringements and misappropriations of the Mark, and (3) all right to sue for past, present, and future infringements or misappropriations of the Mark.

Assignor confirms that no dispute in respect of the Mark is pending in any court of law.

Assignor further covenants that on the request of Assignee, it will execute, all documents, papers, forms and authorizations that may be necessary for securing, completing, or vesting in Assignee's full right, title and interest in the Mark.

THUS, the Mark shall become as of the effective date of this Assignment the sole property of Assignee on a worldwide basis. Assignee will take the necessary action to effect the registration

of this Assignment with the United States Patent and Trademark Office.

This Agreement shall be construed in accordance with, and all actions arising hereunder shall be governed by the laws of the State of California as applicable to contracts entered into and wholly performed within the State of California. Any action to enforce this Assignment shall be brought in Superior Court for the County of Los Angeles, California.

AGREED AND ACCEPTED

ASSIGNOR:



*Elizabeth Cassidy*  
Signature

DATE: *Feb 16, 2016*

*Elizabeth Cassidy*  
Name

*Chief Deputy Officer*  
Title

AGREED AND ACCEPTED

ASSIGNEE:

*[Signature]*  
Signature

DATE: *3/17/16*

*Adam Eastwood*  
Name

*LFO*  
Title