

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM373867

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL
<b>SEQUENCE:</b>	2

## CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Insolvency Services Group, Inc.		12/18/2015	CORPORATION: CALIFORNIA

## RECEIVING PARTY DATA

<b>Name:</b>	LDLA Holdings, LLC
<b>Street Address:</b>	1000 Wilshire Blvd., Suite 1500
<b>Internal Address:</b>	c/o Buchalter Nemer
<b>City:</b>	Los Angeles
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	90017
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE

## PROPERTY NUMBERS Total: 7

Property Type	Number	Word Mark
Serial Number:	86748472	BE THE BEST VERSION OF YOU
Serial Number:	85938843	LIVING DOLL
Serial Number:	85917950	WE CALL IT SOCCER
Serial Number:	85716497	LIVING DOLL LOS ANGELES
Serial Number:	85717275	LIVING DOLL LOS ANGELES
Serial Number:	85258524	ABOUT A GIRL
Serial Number:	77881077	LIVING DOLL

## CORRESPONDENCE DATA

Fax Number:

*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: 2138915031  
 Email: trademark@buchalter.com  
 Correspondent Name: Jessie K. Reider, CA Bar No. 237113  
 Address Line 1: 1000 Wilshire Blvd., Suite 1500  
 Address Line 2: Buchalter Nemer  
 Address Line 4: Los Angeles, CALIFORNIA 90017

CH \$190.00 86748472

<b>ATTORNEY DOCKET NUMBER:</b>	L1064-5001
<b>NAME OF SUBMITTER:</b>	Jessie K Reider
<b>SIGNATURE:</b>	/jkr/
<b>DATE SIGNED:</b>	02/19/2016
<b>Total Attachments: 3</b> source=LDLA 2#page1.tif source=LDLA 2#page2.tif source=LDLA 2#page3.tif	

**INTELLECTUAL PROPERTY ASSIGNMENT**

WHEREAS Insolvency Services Group, Inc., a California corporation with an address of 9107 Wilshire Blvd., Suite 800, Los Angeles, California 90210, as assignee for the benefit of creditors ("Assignor"), owns, has used in its business and/or has rights, title and/or interest in certain intellectual property, including all related goodwill and certain applications and registrations thereof;

WHEREAS Assignor owns the copyrights, domain names and social media accounts identified in EXHIBIT A herein, attached hereto and incorporated by this reference (hereinafter the "Intellectual Property") and the trademarks, trademark applications and trademark registrations identified in EXHIBIT B herein, attached hereto and incorporated by this reference, and the goodwill symbolized by the trademarks and all common law rights thereto, (hereinafter "Marks"); and

WHEREAS LDLA Holdings, LLC, a Delaware limited liability company with an address of [enter] ("Assignee") desires to acquire by formal, recordable assignment the entire right, title and interest in and to the Intellectual Property and the Marks, as well as the goodwill symbolized by the Marks; and

WHEREAS the Assignor agrees to execute any and all documents necessary to protect the Assignee's claim of right in and to the Intellectual Property and the Marks; and

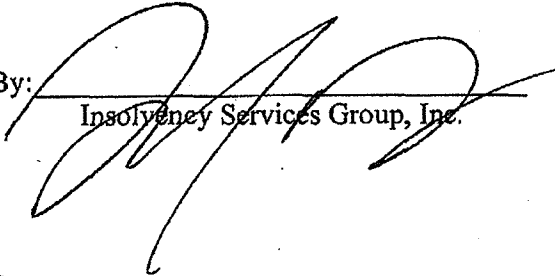
WHEREAS the parties desire to memorialize the assignment of the Intellectual Property and the Marks together with the goodwill of the business symbolized therein and all common law rights relating thereto, and all rights to recover for past infringement.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all right title and interest in and to the Intellectual Property and the Marks, together with the goodwill symbolized by the Marks, all common law rights relating thereto.

Further, Assignor agrees that, upon request and without further compensation, but at no expense to Assignor, it and its legal representative(s) and assigns will do all lawful acts, to effect the transfer of the Intellectual Property and the Marks as set forth herein.

AGREED TO AND ACCEPTED BY ASSIGNOR:

Dated: 12/18/15

By:   
Insolvency Services Group, Inc.

AGREED TO AND ACCEPTED BY ASSIGNEE:

Dated: \_\_\_\_\_

By: \_\_\_\_\_  
LDLA Holdings, LLC

**INTELLECTUAL PROPERTY ASSIGNMENT**

WHEREAS Insolvency Services Group, Inc., a California corporation with an address of 9107 Wilshire Blvd., Suite 800, Los Angeles, California 90210, as assignee for the benefit of creditors ("Assignor"), owns, has used in its business and/or has rights, title and/or interest in certain intellectual property, including all related goodwill and certain applications and registrations thereof;

WHEREAS Assignor owns the copyrights, domain names and social media accounts identified in **EXHIBIT A** herein, attached hereto and incorporated by this reference (hereinafter the "**Intellectual Property**") and the trademarks, trademark applications and trademark registrations identified in **EXHIBIT B** herein, attached hereto and incorporated by this reference, and the goodwill symbolized by the trademarks and all common law rights thereto, (hereinafter "**Marks**"); and

WHEREAS LDLA Holdings, LLC, a Delaware limited liability company with an address of [enter] ("**Assignee**") desires to acquire by formal, recordable assignment the entire right, title and interest in and to the Intellectual Property and the Marks, as well as the goodwill symbolized by the Marks; and

WHEREAS the Assignor agrees to execute any and all documents necessary to protect the Assignee's claim of right in and to the Intellectual Property and the Marks; and

WHEREAS the parties desire to memorialize the assignment of the Intellectual Property and the Marks together with the goodwill of the business symbolized therein and all common law rights relating thereto, and all rights to recover for past infringement.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all right title and interest in and to the Intellectual Property and the Marks, together with the goodwill symbolized by the Marks, all common law rights relating thereto.

Further, Assignor agrees that, upon request and without further compensation, but at no expense to Assignor, it and its legal representative(s) and assigns will do all lawful acts, to effect the transfer of the Intellectual Property and the Marks as set forth herein.

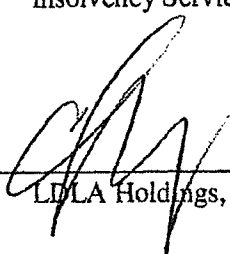
AGREED TO AND ACCEPTED BY ASSIGNOR:

Dated: \_\_\_\_\_

By: \_\_\_\_\_  
Insolvency Services Group, Inc.

AGREED TO AND ACCEPTED BY ASSIGNEE:

Dated: 12/18/15

By:  \_\_\_\_\_  
LDLA Holdings, LLC

**EXHIBIT B**

**Marks**

<b>Serial No.</b>	<b>Reg. No</b>	<b>Mark</b>
86748472		BE THE BEST VERSION OF YOU
85938843		LIVING DOLL
85917950		WE CALL IT SOCCER
85716497		LIVING DOLL LOS ANGELES
85717275	4420733	LIVING DOLL LOS ANGELES
85258524	4184031	ABOUT A GIRL
77881077	4214334	LIVING DOLL

BN 19690781v1