

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM378769

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Everyday California Holdings, LLC dba Everyday California		02/23/2016	Limited Liability Company: CALIFORNIA
RECEIVING PARTY DATA			
Name:	EDCA LLC		
Street Address:	c/o United States Corporation		
Internal Address:	2711 Centerville Road, Suite 400		
City:	Wilmington		
State/Country:	DELAWARE		
Postal Code:	19808		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	86469463	EVERYDAY CALIFORNIA	
CORRESPONDENCE DATA			
Fax Number:	3102030567		
<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:	310-203-8080		
Email:	trademarkdocket@jmbm.com		
Correspondent Name:	Rod S. Berman		
Address Line 1:	Jeffer Mangels Butler & Mitchell LLP		
Address Line 2:	1900 Avenue of the Stars, 7th Floor		
Address Line 4:	Los Angeles, CALIFORNIA 90067		
ATTORNEY DOCKET NUMBER:	74869-1018		
NAME OF SUBMITTER:	Rod S. Berman		
SIGNATURE:	/rod s. berman/		
DATE SIGNED:	03/31/2016		
Total Attachments: 1			
source=Trademark Assignment (complete signatures) - U.S. App. No. 86469463 - EVERYDAY CALIFORNIA#page1.tif			

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TRADEMARK ASSIGNMENT


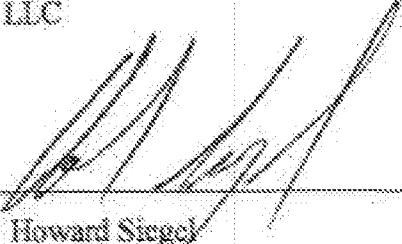
WHEREAS, EVERYDAY CALIFORNIA HOLDINGS, LLC dba EVERYDAY CALIFORNIA, a California limited liability company, having its principal address at 7472 La Jolla Boulevard, La Jolla, California 92037 ("Assignor") is the owner of the trademark application EVERYDAY CALIFORNIA – U.S. App. No. 86469463 (the "Mark") and the good will associated therewith.

WHEREAS, EDCA LLC, a Delaware limited liability company, having its principal address c/o United States Corporation, 2711 Centerville Road, Suite 400, Wilmington, Delaware 19808 ("Assignee"), desires to acquire all of Assignor's right, title and interest in and to the Mark, as well as the goodwill associated therewith.

NOW, THEREFORE, in consideration of the foregoing and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, assign, transfer and convey to Assignee, and Assignee does hereby accept from Assignor, all right, title and interest in and to the Mark, together with the goodwill of the business symbolized by the Mark, and any all claims, demands and causes of action for infringement of the Mark, past, present and future, and all of the proceeds from the foregoing.

Assignor, in conformity with 15 U.S.C. §1060(a)(1), acknowledges that Assignee is the successor to the business of Assignor to which the mark pertains in accordance with that Agreement entitled Asset Purchase Agreement between Cherokee Inc. and Everyday California Holdings, LLC, effective May 14, 2015. If there are any conflicts between this Trademark Assignment and the foregoing Agreement, the foregoing Agreement shall control.

IN WITNESS WHEREOF, this Assignment is effective as of February 23, 2016.

EVERYDAY CALIFORNIA HOLDINGS, LLC dba EVERYDAY CALIFORNIA	EDCA LLC
By: 	By: 
Name: <u>CHRIS LYNCH</u>	Name: <u>Howard Siegel</u>
Title: <u>MANAGING PARTNER</u>	Title: <u>President & Chief Operating Officer</u>