

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM380358

<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>
Doe Deere Industries LLC	FORMERLY LBG Entertainment, LLC	04/12/2016	Limited Liability Company: NEW YORK
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Lime Crime, Inc.		
<b>Street Address:</b>	20501 Ventura Blvd Ste 220		
<b>City:</b>	Woodland Hills		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	91364		
<b>Entity Type:</b>	Corporation: NEW YORK		
<b>PROPERTY NUMBERS Total: 7</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	77858575	LIME CRIME	
<b>Serial Number:</b>	85829589	VELVETINES	
<b>Serial Number:</b>	85836697	ALWAYS BE A UNICORN	
<b>Serial Number:</b>	86458965	UNICORN LIPSTICK	
<b>Serial Number:</b>	86462929	MAKEUP FOR UNICORNS	
<b>Serial Number:</b>	85790670		
<b>Serial Number:</b>	85917667		
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	8668151912		
<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>	206-753-1450		
<b>Email:</b>	eric.adler@milleregans.com		
<b>Correspondent Name:</b>	Eric Adler		
<b>Address Line 1:</b>	221 West Sixth Street		
<b>Address Line 2:</b>	Suite 700		
<b>Address Line 4:</b>	Austin, TEXAS 78701		
<b>NAME OF SUBMITTER:</b>	Eric Adler		
<b>SIGNATURE:</b>	/Eric Adler/		

OP \$190.00 77858575

<b>DATE SIGNED:</b>	04/12/2016
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**Total Attachments: 5**

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# Trademark Assignment

**Date:** 4/12/2016  
**Buyer:** Lime Crime, Inc., a New York corporation (“Buyer”).  
**Seller:** Doe Deere Industries LLC, a New York limited liability company (“Seller”).

## BACKGROUND

Doe Deere Industries LLC is the current owner of the trademarks listed on Exhibit A (the “Trademarks”).

Lime Crime, Inc. is buying Doe Deere Industries LLC’s trademarks for \$100 and other good and valuable consideration listed on Exhibit B.

## AGREEMENT

**Assignment.** Seller hereby assigns to the Buyer all rights in the Trademarks. This assignment includes the relevant trademark registrations, trademark applications, and all associated goodwill (the “Assignment”). To ensure continuity, Seller will provide sufficient transitional management consulting to ensure Buyer meets customer’s existing service expectations.

**Assurances.** Seller agrees to sign any other documents and take any other actions Buyer reasonably requests to effect the terms of this Agreement and to record this assignment in the Trademark Office.

**Representations.** Seller represents and warrants that it owns all right, title, and interest in the business underlying the Trademarks.

Seller represents and warrants that it owns all right, title, and interest in the Trademarks. Seller covenants with the Buyer that the Seller has not made and will not make any assignment, grant, mortgage, license, or other agreement affecting the right, title, and interest conveyed in this Agreement.

Seller represents and warrants that it has been continually using the Trademarks in commerce and has not abandoned the Trademarks.

### MISCELLANEOUS

**Entire Agreement.** This Trademark Assignment Agreement constitutes the entire agreement and understanding of the parties with respect to the trademark assignment.

**No Modifications.** This Agreement may only be modified by a written document signed by all parties.

**Waiver.** A party's failure to enforce any term of this Agreement will not waive any of its rights under such term.

**Successors.** This Agreement shall bind and inure to the benefit of the respective parties and their assigns, transferees and successors.

**Governing Law.** This Agreement shall be governed by the laws of the State of NY.

**Jurisdiction.** The parties hereby irrevocably consent to the jurisdiction of the state and federal courts located in New York County, NY.

## SIGNATURES

**Buyer:** Lime Crime, Inc.

DocuSigned by:  
*Mark Dumbelton*  
A6B075EBE278460...

By: Mark Dumbelton, President

**Seller:** Doe Deere Industries LLC

DocuSigned by:  
*Mark Dumbelton*  
A6B075EBE278460...

By: Mark Dumbelton, President

**Exhibit A**  
**Schedule of Trademarks**

	Status	App No.	Reg Date	Reg. No	Goods/ Services
<b>Word Marks</b>					
LIME CRIME	Registered	77858575	6/22/2010	3806465	03 Cosmetics
VELVETINES	Registered	85829589	12/16/2013	4368645	03 Cosmetics
ALWAYS BE A UNICORN	Registered	85836697	12/16/2013	4368661	03 Cosmetics
UNICORN LIPSTICK	Registered	86458965	7/21/2015	4776509	03 Cosmetics
MAKEUP FOR UNICORNS	Registered	86462929	7/21/2015	4776689	03 Cosmetics

<b>Design Marks</b>					
Lime Crime Unicorn Logo	Registered	85790670	8/27/2013	4391204	03 Cosmetics
Twin Unicorn Logo	Registered	85917667	12/10/2013	4447716	03 Cosmetics

<b>International Trademark Registrations</b>					
Mark	Country/Type	Status	Reg Date	Reg. No	Goods/ Services
LIME CRIME	Madrid Protocol	Registered	12/27/2013	1191603	03 Cosmetics
LIME CRIME	Europe	Registered	12/27/2014	1191603	03 Cosmetics
LIME CRIME	Australia	Registered	7/31/2014	1191603	03 Cosmetics
LIME CRIME	Japan	Registered	8/21/2014	1191603	03 Cosmetics
LIME CRIME	South Korea	Registered	12/1/2014	1191603	03 Cosmetics
LIME CRIME	Russia	Registered	2/17/2015	1191603	03 Cosmetics
LIME CRIME	Bahrain	application		1191603	03 Cosmetics
VELVETINES	Madrid Protocol	Registered	7/1/2015	1259488	03 Cosmetics
VELVETINES	Australia	Registered	7/1/2015	1259488	03 Cosmetics
VELVETINES	South Korea	application		1259488	03 Cosmetics
VELVETINES	Europe	application		1259488	03 Cosmetics
VELVETINES	China	application		1259488	03 Cosmetics
Twonicorn Logo	Madrid Protocol	Registered	7/1/2015	1260931	03 Cosmetics
Twonicorn Logo	Australia	Registered	1/27/2016	1260931	03 Cosmetics
Twonicorn Logo	Europe	Pending until 5/14/2016		1260931	03 Cosmetics
Twonicorn Logo	South Korea	Pending		1260931	03 Cosmetics