

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM396086

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Shane Hunter, LLC		09/30/2014	Limited Liability Company: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Diamond Tree, LLC		
Street Address:	25 Cyril Magnin		
City:	San Francisco		
State/Country:	CALIFORNIA		
Postal Code:	94102		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Serial Number:	85664770	ALEXIS TAYLOR	
Serial Number:	77907439	LULU & SCOOTER	
Serial Number:	77578249	BIAGGI	
Serial Number:	77299329	CHERISA	
Serial Number:	74196179	AQUA BLUES	
Serial Number:	73814197	DAVID WAYNE	
CORRESPONDENCE DATA			
Fax Number:			
<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>			
Email:	trademark@buchalter.com		
Correspondent Name:	Philip Nulud C/O BUCHALTER NEMER		
Address Line 1:	1000 Wilshire Blvd., Suite 1500		
Address Line 4:	Los Angeles, CALIFORNIA 90017-2457		
ATTORNEY DOCKET NUMBER:	S3365		
NAME OF SUBMITTER:	Philip Nulud		
SIGNATURE:	/philip nulud/		
DATE SIGNED:	08/23/2016		

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Total Attachments: 2

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Trademark Assignment

WHEREAS Shane Hunter, LLC having an address of 1013 S. Los Angeles St., 10th Floor, Los Angeles, California 90015 (hereinafter "**Assignor**") owns, has used and/or intends to use in the marketing and sale of products and services relating to or incorporating the trademarks as set forth in Schedule 1 (hereinafter the "**Marks**");

WHEREAS Assignor owns the Marks, including any applications, all common law rights in and to the Marks, and has used and uses the Marks in commerce;

WHEREAS Assignor desires to transfer the Marks and all goodwill associated with the Marks;

WHEREAS Diamond Tree, LLC having an address of 25 Cyril Magnin, San Francisco, California 94102 (hereinafter "**Assignee**"), desires to acquire all right, title and interest in and to the Marks, together with the goodwill of the on-going and existing business symbolized by the Marks, any trademark applications therefore, along with that portion of the ongoing and existing business to which the Marks pertain and all common law rights thereto; and

WHEREAS the Parties desire to memorialize the assignment of (a) the Marks, (b) the goodwill of the business symbolized by the Marks, (c) any trademark applications, and all common law rights relating thereto, and (d) all rights to recover for past infringement.

NOW THEREFORE, in exchange for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby sell and assign unto Assignee all right, title and interest in and to the Marks, together with the goodwill of the business symbolized by the Marks, and any trademark applications, all common law rights relating thereto, along with that portion of the on-going and existing business to which the Marks pertain, and all rights to damages and profits, due or accrued, arising out of past infringements of said Marks, and the right to sue for and recover the same.

Shane Hunter, LLC:

Date: September 30, 2014

By: 
Michael Thaler

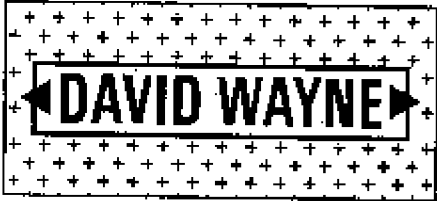
Diamond Tree, LLC:

Date: September 30, 2014

By: 
Michael Thaler

**TRADEMARKS
SCHEDULE 1**

United States

Mark	Serial Nos.	Registration Nos.
ALEXIS TAYLOR	85664770	4502387
LULU & SCOOTER	77907439	4115433
BIAGGI	77578249	3727263
CHERISA	77299329	3783179
AQUA BLUES	74196179	1769363
	73814197	1586888

Foreign

Mark	Country	Registration Nos.
AQUA BLUES	China	3341632