

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM404138

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Alloy Digital, LLC		11/01/2016	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	Zabby, LLC		
Street Address:	43 Dalehurst Ave		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90024		
Entity Type:	Limited Liability Company: CALIFORNIA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	85763400	MOMMYISH	
Registration Number:	4526210	MOMMYISH	
CORRESPONDENCE DATA			
Fax Number:	2029425999		
<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:	202-942-5000		
Email:	anna.manville@aporter.com		
Correspondent Name:	Anna W. Manville c/o Arnold & Porter LLP		
Address Line 1:	601 Massachusetts Ave., N.W.		
Address Line 2:	IP Docketing		
Address Line 4:	Washington, D.C. 20001		
NAME OF SUBMITTER:	Anna W. Manville		
SIGNATURE:	/awm/		
DATE SIGNED:	11/02/2016		
Total Attachments: 1			
source=Mommyish Assignment (us) Signed Copy (00154015xDC266)#page1.tif			

OP \$65.00 85763400

TRADEMARK ASSIGNMENT

WHEREAS, Alloy Digital, LLC, a Delaware Limited Liability Company is the owner of all right, title, and interest in and to the trademark MOMMYISH and U.S. App. Ser. No. 85/763400 and U.S. Reg. No. 4526210 therefor (collectively, "the Marks");

WHEREAS, Zabby, LLC, a California Limited Liability Company, with its principal business address at 430 Dalchurst Ave, Los Angeles, CA 90024, United States of America desires to acquire all of Assignor's rights in and to the Marks and the corresponding registration and application therefor ;

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, Assignor hereby assigns, transfers and conveys to the Assignee, the entire right, title, and interest in and to the Marks, the application and registration therefor, and the goodwill of the business symbolized by the Marks, and the portion of the business to which the Marks pertain, said business being ongoing and existing, the same to be held and enjoyed by the Assignee for its own use and enjoyment, and for the use and enjoyment of its successors, assigns and/or other legal representatives, including the right to sue for and receive all damages accruing from past infringement of the Marks.


The undersigned agrees to take all actions and execute additional documents as necessary or reasonable to assign, transfer, perfect, and record the rights of Assignee in and to the Marks and the applications.

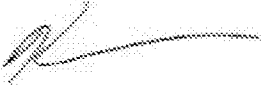
This assignment shall be binding on the parties, their successors and/or assigns, and all others acting by, through, with or under their direction, and all those in privity therewith.

IN WITNESS WHEREOF, Assignor has executed this assignment effective as of this 1 day of November, 2016

Alloy Digital, LLC
ASSIGNOR:

Zabby, LLC
ASSIGNEE

By: 
Name: Gina DiGirola
Title: Secretary

By: 
Name: Keith Fishman
Title: Manager