

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM405030

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
MARCEL VIGNERON		11/09/2016	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	English Ivy, LLC		
Street Address:	7661 Melrose Ave. # 3-b		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90046		
Entity Type:	Limited Liability Company: CALIFORNIA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	86426321	BEEFSTEAK BY MARCEL	
Serial Number:	86919311	BEEFSTEAK	
CORRESPONDENCE DATA			
Fax Number:	8668586637		
<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:	9515445248		
Email:	allan@grants-law.com		
Correspondent Name:	Allan Howard Grant		
Address Line 1:	17351 Greentree Drive		
Address Line 4:	Riverside, CALIFORNIA 92503		
NAME OF SUBMITTER:	Allan Howard Grant		
SIGNATURE:	/ Allan Howard Grant /		
DATE SIGNED:	11/10/2016		
Total Attachments: 5			
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OP \$65.00 86426321

"Trademark Assignment Agreement"

THIS AGREEMENT entered November 9, 2016 between **MARCEL VIGNERON**, an individual having its principal place of business at 866 Westmount Drive, Suite 214 West Hollywood CALIFORNIA 9006 (hereinafter referred to as "ASSIGNOR") and **English Ivy, LLC**, a California LIMITED LIABILITY COMPANY, having its principal place of business at 7661 Melrose Ave Unit 3-b Los Angeles CALIFORNIA 90046 (hereinafter referred to as "ASSIGNEE"). ASSIGNOR is the owner of the full and exclusive right, title and interest in, to said mark listed below under United States Patent and Trademark Office.

ASSIGNOR has filed an intent to use application for the following trademark "**BEEFSTEAK AND DESIGN**" design mark in the United States Patent and Trademark Office, Application No. 86919311, Filing Date: February 25, 2016, and ASSIGNEE desires to obtain all rights, title, interest (including but not limited to, all registration rights with respect to the "**BEEFSTEAK AND DESIGN**" mark) and all goodwill of the business symbolized by and associated with the "**BEEFSTEAK AND DESIGN**" mark.

ASSIGNOR has filed an intent to use application for the following trademark "**BEEFSTEAK BY MARCEL**" word mark in the United States Patent and Trademark Office, Application No. 86426321, Filing Date: October 16, 2014, and ASSIGNEE desires to obtain all rights, title, interest (including but not limited to, all registration rights with respect to the "**BEEFSTEAK BY MARCEL**" mark) and all goodwill of the business symbolized by and associated with the "**BEEFSTEAK BY MARCEL**" mark.

HEREINAFTER, the "BEEFSTEAK AND DESIGN" mark and "BEEFSTEAK BY MARCEL" mark shall be collectively referred to as "SAID TRADEMARK".

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNOR hereby sells, assigns, transfers and sets over to the ASSIGNEE all rights, title, and interest in and to SAID TRADEMARK together with the goodwill of the business symbolized and associated with SAID TRADEMARK, all common law and statutory right, title, and interest in and to SAID TRADEMARK, all the rights in the application, registration, maintenance, renewal and protection thereof, and all the rights of recovery and legal action for past infringements and of opposition and/or cancellation proceeding for protection of SAID TRADEMARK.

ASSIGNOR hereby authorizes ASSIGNEE, to the fullest extent permitted by applicable law, to file in its own name applications for trademark and copyright registration in the U.S. and in foreign countries in connection with SAID TRADEMARK, and to secure in its own name the registrations granted thereon.

ASSIGNOR also hereby appoints ASSIGNEE to act as its agent to act in ASSIGNORS name and on ASSIGNORS behalf to take any action necessary to effect the transfer of SAID TRADEMARK to ASSIGNEE or prosecute or otherwise enforce any claims, rights, or benefits relating to SAID TRADEMARK.

ASSIGNOR hereby further authorizes the Commissioner of Patents and Trademarks of the United States, and any official of any other country empowered to issue trademarks, to record this Assignment, and to issue or transfer all rights, title, and interest in and to SAID TRADEMARK to the ASSIGNEE as owner of full and exclusive right, title and interest in and to SAID TRADEMARK, or otherwise as the ASSIGNEE may direct, in accordance with the terms of this Assignment.

ASSIGNOR hereby represents and warrants that ASSIGNOR has the full right to convey the entire right, title and interest herein assigned, that there are no rights or interests outstanding inconsistent with the rights and interests granted herein, and that ASSIGNOR will not execute any instrument or grant or transfer any rights or interests inconsistent with the rights and interests granted herein.

ASSIGNOR hereby covenants and agrees that ASSIGNOR will, upon request of the ASSIGNEE, communicate to the ASSIGNEE any facts known to ASSIGNOR relating to SAID TRADEMARK and the goodwill of the business symbolized thereby, and with which the mark is associated, and the history thereof, and at ASSIGNEE's sole cost and expense testify in any legal proceeding, execute all lawful papers, and generally do all further act which may be deemed necessary by the ASSIGNEE to obtain and enforce proper trademark protection for SAID TRADEMARK and the goodwill of the business symbolized thereby, and with which the mark is associated in all countries.

ASSIGNOR further covenants and agrees that upon request, it will sign all papers and make all rightful oaths and do all acts

which ASSIGNEE may consider necessary in connection with SAID TRADEMARK and the assignment herein granted to ASSIGNEE.

IN TESTIMONY WHEREOF, I have executed this document on the date indicated below.

MARCEL VIGNERON (ASSIGNOR)

Date: Nov 9, 2016

(By):

(Name) MARCEL VIGNERON

STATE OF California)

COUNTY OF Los Angeles)

On November 9, 2016 before me, Mariam (Gomez Noj),
personally appeared, MARCEL JOSEPH VIGNERON personally known to me
(or proved to me on the basis of satisfactory evidence) to be the person
whose name is subscribed to the within instrument, and acknowledged to me
that he/~~she~~ executed the same in his/~~her~~ authorized capacity, and that by
his/~~her~~ signature on the instrument the person or the entity upon behalf of
which the person acted, executed the instrument.

WITNESS my hand and official seal.

[Signature] NOTARY PUBLIC
SIGNATURE

