

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM405602

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
DeAnne Brady		11/14/2016	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Lennon Leasing, LLC		
Street Address:	830 East Parkridge Avenue		
City:	Corona		
State/Country:	CALIFORNIA		
Postal Code:	92879		
Entity Type:	Limited Liability Company: WYOMING		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	4596664	LULAROE	
Registration Number:	4596258	LULAROE	
CORRESPONDENCE DATA			
Fax Number:	2139292525		
<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:	213.929.2500		
Email:	ipladocket@swlaw.com		
Correspondent Name:	Dax Alvarez		
Address Line 1:	400 East Van Buren Street		
Address Line 2:	Suite 1900		
Address Line 4:	Phoenix, ARIZONA 85004-2202		
ATTORNEY DOCKET NUMBER:	71148.00001		
NAME OF SUBMITTER:	Dax Alvarez		
SIGNATURE:	/Dax Alvarez/		
DATE SIGNED:	11/15/2016		
Total Attachments: 3			
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ASSIGNMENT OF TRADEMARKS

WHEREAS, DeAnne Brady, an individual and citizen of the United States having an address at 830 East Parkridge Avenue, Corona, California 92879 ("Assignor"), has acquired or adopted, and used, and thereby owns all right, title and interest in and to (i) the trademarks and (ii) the registrations thereof identified in Exhibit A attached hereto and by this reference incorporated into and made a part hereof (hereinafter collectively referred to as the "Marks"), together with the goodwill of the business appurtenant to said Marks;

WHEREAS, Lennon Leasing, LLC, a limited liability company organized under the laws of Wyoming having a place of business at 830 East Parkridge Avenue, Corona, California 92879 ("Assignee") the successor of the ongoing and existing business to which the Marks pertain is desirous of acquiring said Marks; and

WHEREAS, in order to effectuate Assignor's assignment of her entire right, title and interest in and to the Marks and the goodwill appurtenant thereto, to Assignee, Assignor is executing this instrument of Assignment.

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, Assignor does hereby sell, assign, convey and transfer unto Assignee, its successors, assigns and legal representatives, her full and entire rights, title and interests in and to the Marks, and the attendant goodwill symbolized by the Marks, the same to vest in Assignee, including, without limitation, the ownership of all cause of action for, and claims for damages by reason of, the infringement of the Marks by other parties, which causes of action and claims arose prior to the date of execution hereof.


Assignor hereby agrees that Assignee shall have the right to record this instrument of assignment in the United States Patent and Trademark Office so as to establish Assignee as owner of record of the Marks.

Assignor further agrees, at the request of Assignee and without charge or cost to Assignee, to (i) execute and have executed any and all other documents of any kind whatsoever, and to provide whatever information may be required, to carry out the terms and intent of this Assignment; and (ii) fully cooperate with Assignee, as reasonably required, to enable Assignee to duly record this instrument of assignment with the United States Patent and Trademark Office so that Assignee's ownership of the Marks is duly made of record.

IN WITNESS WHEREOF, Assignor has caused this instrument to be executed on the date indicated below.

DEANNE BRADY
("Assignor")

Dated: 11/14/11, 2016

By: 
DeAnne Brady

LENNON LEASING, LLC
("Assignee")


Dated: 11/14, 2016

By: 

Name: Mark Stidham

Title: CEO

EXHIBIT A

<u>Mark</u>	<u>Country</u>	<u>Registration No.</u>	<u>Class</u>
	United States	4596664	25
LULAROE	United States	4596258	25