

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM406278



SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
SC Licensing, LLC		11/18/2016	Limited Liability Company: CALIFORNIA
RECEIVING PARTY DATA			
Name:	RA Licensing, LLC		
Street Address:	5420 West 83rd Street		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90045		
Entity Type:	Limited Liability Company: CALIFORNIA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3827333	R	
Registration Number:	2746924	RACHEL ASHWELL	
CORRESPONDENCE DATA			
Fax Number:	3102283953		
<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:	310.228.3700		
Email:	rwalsh@smrh.com		
Correspondent Name:	Jill M. Pietrini, Esq.		
Address Line 1:	1901 Avenue of the Stars, Suite 1600		
Address Line 4:	Los Angeles, CALIFORNIA 90067		
ATTORNEY DOCKET NUMBER:	36BW-195413		
NAME OF SUBMITTER:	Jill M. Pietrini, Esq.		
SIGNATURE:	/jmp/		
DATE SIGNED:	11/21/2016		
Total Attachments: 2			
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**ASSIGNMENT OF TRADEMARKS AND UNITED STATES AND
EUROPEAN UNION REGISTRATIONS THEREFOR**

THIS ASSIGNMENT is made by and between SC Licensing, LLC, a California limited liability company having a place of business at 5420 West 83rd Street, Los Angeles, CA 90045 (hereinafter "Assignor") and RA Licensing, LLC., a California limited company having a principal place of business at 5420 West 83rd Street, Los Angeles, CA 90045 (hereinafter "Assignee").

WHEREAS, Assignor owns all rights, title and interest in and to the trademarks and the United States and European Union registrations thereof (hereinafter the "Marks" and "Registrations"), along with the goodwill of the business appurtenant to said Marks and Registrations:

Trademark	Registration No.	Registration Date	Country
R and Crown Device 	8,680,472	5/27/10	European Union
RACHEL ASHWELL SHABBY CHIC COUTURE	8,641,573	5/10/10	European Union
R and Crown Device 	3,827,333	8/3/10	United States
RACHEL ASHWELL	2,746,924	8/5/03	United States
RACHEL ASHWELL SHABBY CHIC COUTURE	4,735,447	5/12/15	United States
RACHEL ASHWELL SHABBY CHIC COUTURE	4,665,124	1/6/15	United States

NOW, THEREFORE, in consideration of good and valuable consideration, the receipt of which is hereby acknowledged, and to confirm title to the Marks and Registrations, Assignor hereby assigns to Assignee all right, title and interest in the United States and European Union in and to the Marks and Registrations, along with the goodwill of the business symbolized by the Marks, together with any and all claims, demands, and causes of action for infringement of the Marks, past, present and future, and all of the proceeds from the foregoing.

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SIGNED at Los Angeles, California, effective this 18 day of November, 2016.

SC Licensing, LLC

By: 

Jaimee Seabury
Chief Operating Officer

ACCEPTED at Los Angeles, California, effective this ____ day of November, 2016.

RA Licensing, LLC

By: 

Jaimee Seabury
Chief Operating Officer

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