# OP \$140.00 478216

# TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1 Stylesheet Version v1.2 ETAS ID: TM409579

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL

## **CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Sunrise Fashion Resources, LLC		12/19/2016	Limited Liability Company: CALIFORNIA

## **RECEIVING PARTY DATA**

Name:	Sunrise Apparel Group, LLC	
Street Address:	801 S. Figueroa St. #2500	
City:	Los Angeles	
State/Country:	CALIFORNIA	
Postal Code:	90017	
Entity Type:	Limited Liability Company: CALIFORNIA	

## **PROPERTY NUMBERS Total: 5**

Property Type	Number	Word Mark
Registration Number:	4782167	HINT
Registration Number:	4449185	HINT
Serial Number:	85406411	HIPPIE
Registration Number:	4227280	LEGEND ONE
Registration Number:	4227281	YOUNG & FADED

## **CORRESPONDENCE DATA**

Fax Number:

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.

Email: Cseckman21@gmail.com

Correspondent Name: Chris Seckman

Address Line 1: 801 S. Figueroa St. #2500

Address Line 4: Los Angeles, CALIFORNIA 90017

NAME OF SUBMITTER:	Christopher Seckman
SIGNATURE:	/Christopher Seckman/
DATE SIGNED:	12/20/2016

**Total Attachments: 4** 

source=TM Assignment - SFR to SAP (Hippie)#page1.tif source=TM Assignment - SFR to SAP (Hint)#page1.tif

TRADEMARK REEL: 005949 FRAME: 0554 source=TM Assignment - SFR to SAP (Legend One)#page1.tif source=TM Assignment - SFR to SAP (Young&Faded)#page1.tif

TRADEMARK REEL: 005949 FRAME: 0555

WHEREAS Sunrise Fashion Resources, LLC, a company organized and existing under the laws of the United States (hereinafter "ASSIGNOR"), hereby assigns as of December 19, 2016 all right, title and interest in and to the trademark Hippie (the "Assigned Mark"); and all registrations and applications thereof, all of which were previously adopted, used and being used by Sunrise Fashion Resources, LLC and

WHEREAS Sunrise Apparel Group, LLC, a company organized and existing under the laws of the United States (hereinafter "ASSIGNEE") is desirous of acquiring from ASSIGNOR all right, title and interest in and to the Assigned Mark in the United States and its territories (the "Assigned Rights").

NOW THEREFORE, for One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR does hereby assign to ASSIGNEE, its successors and assigns, effective as of December 19, 2016, the Assigned Rights together with the applicable goodwill of the business symbolized thereby.

The ASSIGNOR further sells, assigns, and transfers to ASSIGNEE, its successors and assigns, effective as of December 19, 2016: all income, royalties, damages and payments now or hereafter due or payable in respect to the Assigned Rights; all causes of action, claims, demands (either in law or equity) and rights to sue and counterclaim for past, present and future infringement, misappropriation or dilution of the Assigned Rights; and all rights to receive, retain, hold and enjoy all damages, profits, penalties and other compensation and recoveries related thereto.

ASSIGNOR: SUNRISE FASHION RESOURCES, LLC

Gerard Guez, its

Managing Member

ASSIGNEE: SUNRISE APPAREL GROUP, LLC

Gerard Guez, Manager

TRADEMARK
REEL: 005949 FRAME: 0556

WHEREAS Sunrise Fashion Resources, LLC, a company organized and existing under the laws of the United States (hereinafter "ASSIGNOR"), hereby assigns as of December 19, 2016 all right, title and interest in and to the trademark Hint (the "Assigned Mark"); and all registrations and applications thereof, all of which were previously adopted, used and being used by Sunrise Fashion Resources, LLC and

WHEREAS Sunrise Apparel Group, LLC, a company organized and existing under the laws of the United States (hereinafter "ASSIGNEE") is desirous of acquiring from ASSIGNOR all right, title and interest in and to the Assigned Mark in the United States and its territories (the "Assigned Rights").

NOW THEREFORE, for One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR does hereby assign to ASSIGNEE, its successors and assigns, effective as of December 19, 2016, the Assigned Rights together with the applicable goodwill of the business symbolized thereby.

The ASSIGNOR further sells, assigns, and transfers to ASSIGNEE, its successors and assigns, effective as of December 19, 2016: all income, royalties, damages and payments now or hereafter due or payable in respect to the Assigned Rights; all causes of action, claims, demands (either in law or equity) and rights to sue and counterclaim for past, present and future infringement, misappropriation or dilution of the Assigned Rights; and all rights to receive, retain, hold and enjoy all damages, profits, penalties and other compensation and recoveries related thereto.

ASSIGNOR:

SUNRISE FASHION RESOURCES, LLC

Gerard Guez, its

Managing Member

ASSIGNEE:

SUNRISE APPAREL GROUP, LLC

Gerard Guez, Manager

WHEREAS Sunrise Fashion Resources, LLC, a company organized and existing under the laws of the United States (hereinafter "ASSIGNOR"), hereby assigns as of December 19, 2016 all right, title and interest in and to the trademark Legend One (the "Assigned Mark"); and all registrations and applications thereof, all of which were previously adopted, used and being used by Sunrise Fashion Resources, LLC and

WHEREAS Sunrise Apparel Group, LLC, a company organized and existing under the laws of the United States (hereinafter "ASSIGNEE") is desirous of acquiring from ASSIGNOR all right, title and interest in and to the Assigned Mark in the United States and its territories (the "Assigned Rights").

NOW THEREFORE, for One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR does hereby assign to ASSIGNEE, its successors and assigns, effective as of December 19, 2016, the Assigned Rights together with the applicable goodwill of the business symbolized thereby.

The ASSIGNOR further sells, assigns, and transfers to ASSIGNEE, its successors and assigns, effective as of December 19, 2016: all income, royalties, damages and payments now or hereafter due or payable in respect to the Assigned Rights; all causes of action, claims, demands (either in law or equity) and rights to sue and counterclaim for past, present and future infringement, misappropriation or dilution of the Assigned Rights; and all rights to receive, retain, hold and enjoy all damages, profits, penalties and other compensation and recoveries related thereto.

ASSIGNOR: SUNRISE FASHION RESOURCES, LLC

Gerard Guez, its

Managing Member

ASSIGNEE: SUNRISE APPAREL GROUP\_LLC

Gerard Guez, Manager

TRADEMARK REEL: 005949 FRAME: 0558

WHEREAS Sunrise Fashion Resources, LLC, a company organized and existing under the laws of the United States (hereinafter "ASSIGNOR"), hereby assigns as of December 19, 2016 all right, title and interest in and to the trademark Young & Faded (the "Assigned Mark"); and all registrations and applications thereof, all of which were previously adopted, used and being used by Sunrise Fashion Resources, LLC and

WHEREAS Sunrise Apparel Group, LLC, a company organized and existing under the laws of the United States (hereinafter "ASSIGNEE") is desirous of acquiring from ASSIGNOR all right, title and interest in and to the Assigned Mark in the United States and its territories (the "Assigned Rights").

NOW THEREFORE, for One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR does hereby assign to ASSIGNEE, its successors and assigns, effective as of December 19, 2016, the Assigned Rights together with the applicable goodwill of the business symbolized thereby.

The ASSIGNOR further sells, assigns, and transfers to ASSIGNEE, its successors and assigns, effective as of December 19, 2016: all income, royalties, damages and payments now or hereafter due or payable in respect to the Assigned Rights; all causes of action, claims, demands (either in law or equity) and rights to sue and counterclaim for past, present and future infringement, misappropriation or dilution of the Assigned Rights; and all rights to receive, retain, hold and enjoy all damages, profits, penalties and other compensation and recoveries related thereto.

**ASSIGNOR:** 

SUNRISE FASHION RESQUECES, LLC

Gerard Guez, its

Managing Member

ASSIGNEE:

SUNRISE APPAREL GROUP, LLC

Gerard Guez, Manager

TRADEMARK REEL: 005949 FRAME: 0559

**RECORDED: 12/21/2016**