

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM414879

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Sugarfina, LLC		09/29/2016	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	Sugarfina, Inc.		
Street Address:	3915 West 102nd Street		
City:	Inglewood		
State/Country:	CALIFORNIA		
Postal Code:	90303		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 11			
Property Type	Number	Word Mark	
Registration Number:	4405745	SUGARFINA	
Registration Number:	4293752	CHAMPAGNE BEARS	
Registration Number:	4677276	SUGARFINA	
Registration Number:	4676875		
Registration Number:	4799040	BUBBLY BEARS	
Registration Number:	4838646	CANDY BENTO BOX	
Registration Number:	4943322	CUBA LIBRE	
Registration Number:	4943323	SUGAR LIPS	
Registration Number:	4981752	PEACH BELLINI	
Registration Number:	5072441	GUMMY LOVE	
Serial Number:	87163669	ROSE ALL DAY	
CORRESPONDENCE DATA			
Fax Number:	8052994919		
<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:	8053684586		
Email:	pdc@oceanlawgroup.com		
Correspondent Name:	Paul Douglas Chancellor		
Address Line 1:	3463 red bluff ct, simi valley		

OP \$290.00 4405745

Address Line 4: Simi Valley, CALIFORNIA 93063

NAME OF SUBMITTER: Paul D. Chancellor

SIGNATURE: /paul d. chancellor/

DATE SIGNED: 02/03/2017

Total Attachments: 7

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TRADEMARK ASSIGNMENT

WHEREAS, Sugarfina, LLC, a Delaware limited liability company, having a place of business at 3915 West 102nd Street, Los Angeles, California 90303 (hereinafter referred to as "ASSIGNOR"), has used in its business, trademarks, and is the owner of record of the trademarks, trademark applications and trademark registrations identified on Attachment A hereto and made a part hereof (the listed trademarks and registrations collectively referred to herein as the "TRADEMARKS");

WHEREAS, Sugarfina, Inc., a Delaware corporation, having a place of business at 3915 West 102nd Street, Los Angeles, California 90303 (hereinafter referred to as "ASSIGNEE"), is desirous of acquiring the entire right, title and interest in and to the TRADEMARKS;

NOW, THEREFORE, in good and valuable consideration, the receipt and sufficiency of which are thereby acknowledged, ASSIGNOR hereby sells, assigns, and transfers to ASSIGNEE, the entire right, title, and interest in and to the TRADEMARKS, and all registrations that may be granted for the TRADEMARKS in the United States and in foreign countries, together with all common law rights in the TRADEMARKS, all goodwill of the business symbolized by and associated with the TRADEMARKS, and all rights of ASSIGNOR associated therewith, including the right to sue for and collect damages by reason of past infringements of the TRADEMARKS. ASSIGNOR further assigns to ASSIGNEE the right to claim priority and any other rights deriving from the TRADEMARKS by virtue of international convention, treaty, or otherwise. The TRADEMARKS to be held and enjoyed by ASSIGNEE for its use and benefit and by its successors and assigns for their use and benefit as fully and entirely as the same would have been held and enjoyed by ASSIGNOR had this agreement, transfer and sale not been made.

Dated: September 29, 2016

ASSIGNOR:
Sugarfina, LLC

ASSIGNEE:
Sugarfina, Inc.

By *Lisa Harris*
Name: LISA HARRIS
Title: CFO

By *Lisa Harris*
Name: LISA HARRIS
Title: CFO

* (See Cal. Acknowledgment attached hereto;
dttd. 2/3/17) *[Signature]*

CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT

CIVIL CODE § 1189

A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document.

State of California

County of Los Angeles

On Feb. 3, 2019 before me,

Joanna Musacchio *Notary Public*
Here Insert Name and Title of the Officer

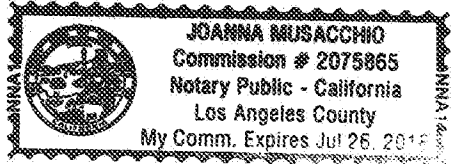
personally appeared Lisa Harris

Name(s) of Signer(s)

who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.



Signature Joanna Musacchio
Signature of Notary Public

Place Notary Seal Above

OPTIONAL

Though this section is optional, completing this information can deter alteration of the document or fraudulent reattachment of this form to an unintended document.

Description of Attached Document

Title or Type of Document: TM Assignment Document Date: _____

Number of Pages: _____ Signer(s) Other Than Named Above: _____

Capacity(ies) Claimed by Signer(s)

Signer's Name: _____

- Corporate Officer — Title(s): _____
- Partner — Limited General
- Individual Attorney in Fact
- Trustee Guardian or Conservator
- Other: _____

Signer Is Representing: _____

Signer's Name: _____

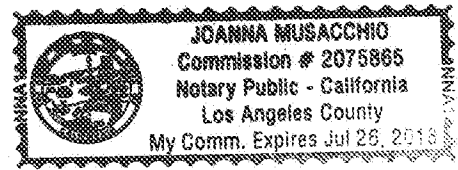
- Corporate Officer — Title(s): _____
- Partner — Limited General
- Individual Attorney in Fact
- Trustee Guardian or Conservator
- Other: _____

Signer Is Representing: _____

State of California
County of Los Angeles) ss.

I certify that I know or have satisfactory evidence that Lisa Harris is the person who appeared before me, and said person acknowledged that he signed this instrument, on oath stated that he was authorized to execute this instrument, and acknowledged it as the CFO of Sugarfina, LLC, to be the free and voluntary act of said corporation for the uses and purposes mentioned in the instrument.

Dated 2/3/17
Signature of Joanna Musacchio
Notary Public Joanna Musacchio
Printed Name
My Appointment Expires 07/26/18



State of _____)
County of _____) ss.

I certify that I know or have satisfactory evidence that _____ is the person who appeared before me, and said person acknowledged that he signed this instrument, on oath stated that he was authorized to execute this instrument, and acknowledged it as the _____ of Sugarfina, Inc., to be the free and voluntary act of said company for the uses and purposes mentioned in the instrument.

Dated
Signature of
Notary Public
Printed Name
My Appointment Expires

ATTACHMENT A

U.S. TRADEMARK INTELLECTUAL PROPERTY

Index	Mark	Country	Serial No. / Registration No.
1	SUGARFINA Word plus design	US	85/705,979 4,405,745
2	CHAMPAGNE BEARS	US	85/739,134 4,293,752
3	SUGARFINA	US	85/949,501 4,677,276
4	Sugarfina Color	US	86/355,764 4,676,875
5	BUBBLY BEARS	US	86/494,481 4,799,040
6	CANDY BENTO BOX	US	86/504,549 4,838,646
7	CUBA LIBRE	US	86/725,286 4,943,322
8	SUGAR LIPS	US	86/725,312 4,943,323

Index	Mark	Country	Serial No. / Registration No.
9	PEACH BELLINI	US	86/725,338 4,981,752
10	GUMMY LOVE	US	86/940,367 5,072,441
11	ROSE' ALL DAY	US	87/163,669

INTERNATIONAL TRADEMARK INTELLECTUAL PROPERTY

Index	Mark	Country	Serial No. / Registration No.
1	SUGARFINA Word plus design	EU (Madrid mark)	1155712
2	SUGARFINA	Hong Kong	302683134
3	SUGARFINA	China	1186093
4	SUGARFINA	Bahrain (Madrid mark)	1205083
5	SUGARFINA	UAE	210680

Index	Mark	Country	Serial No./ Registration No.
6	SUGARFINA	Saudi Arabia	1435016390
7	SUGARFINA	EU (Madrid mark)	1252740
8	SUGARFINA Word plus design	Canada	1,711,477 945,779
9	CHAMPAGNE BEARS	Canada	1,711,478
10	SUGARFINA	Canada	1,711,479 948,975
11	SUGARFINA color	Canada	1,711,480
12	CANDY BENTO BOX	Canada	1,711,481 952,878
13	SUGARFINA Word plus design	Singapore (Madrid mark)	1,155,712
14	SUGARFINA	Singapore (Madrid mark)	1,205,083
15	SUGARFINA Word plus design	Saudi Arabia	1436011262
16	SUGAR LIPS	EU (Madrid mark)	1,265,546

Index	Mark	Country	Serial No. / Registration No.
17	SUGAR LIPS	Canada	1,742,692
18	PEACH BELLINI	Canada	1,742,685
19	THE VICE COLLECTION	Canada	1,749,904 950,411
20	GUMMY LOVE	Canada	1,773,350
21	SUGARFINA	Japan (Madrid mark)	awaiting
22	SUGARFINA Word plus design	Japan (Madrid mark)	awaiting
23	yūmimi gūmimi	EU (Madrid mark)	awaiting
24	CHAMPAGNE BEARS	Japan (Madrid mark)	awaiting
25	YES WAY ROSE	UK	00003187441
26	YES WAY ROSE	Canada	1,801,719
27	SUGARFINA	South Korea	awaiting
28	CUBA LIBRE	EU	1,319,332