

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM418425

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Lollytogs, Ltd.		01/01/2016	Corporation: NEW YORK
RECEIVING PARTY DATA			
Name:	Avi Esses		
Street Address:	838 Peninsula Boulevard		
City:	Woodmere		
State/Country:	NEW YORK		
Postal Code:	11598		
Entity Type:	INDIVIDUAL: UNITED STATES		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	2141568	RIM ROCKA	
Registration Number:	3781184	RIM ROCKA	
Registration Number:	3844363	RIM ROCKA	
CORRESPONDENCE DATA			
Fax Number:	2129670500		
<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:	2129670500		
Email:	jeffrey@dweckny.com		
Correspondent Name:	Jeffrey Dweck		
Address Line 1:	43 West 33rd Street		
Address Line 2:	Suite 304		
Address Line 4:	New York, NEW YORK 10001		
NAME OF SUBMITTER:	Jeffrey Dweck		
SIGNATURE:	/jeffrey dweck/		
DATE SIGNED:	03/06/2017		
Total Attachments: 2			
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source=Assignment of Trademark - Rim Rocka (3)#page2.tif			

OP \$90.00 2141568

ASSIGNMENT OF TRADEMARK

This Assignment of Trademark is made as of the 1st day of January, 2016, by and between **Lollytogs, Ltd.**, a corporation organized under the laws of New York, having an address of 100 West 33rd Street, Suite 1012, New York, New York 10001 (“Assignor”) and **AVI ESSES**, an individual residing at 838 Peninsula Boulevard, Woodmere, New York 11598 (“Assignee”).

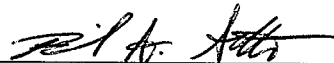
WHEREAS, as of the date hereof, the Assignor is the owner of the trademarks, including, without limitation, the trademark applications and/or registrations in the United States Patent and Trademark Office as delineated on Exhibit A annexed hereto (the “Trademarks”); and

WHEREAS, the Assignee is desirous of acquiring the Trademarks, the applications and registrations therefore, and the business and goodwill of the business in connection therewith.

NOW, THEREFORE, the Assignor, for good and valuable consideration, the receipt and sufficiency of which is hereby expressly acknowledged, hereby sells, assigns, conveys and transfers unto Assignee, its successor and assigns, Assignor’s entire right, title and interest in and to the Trademarks, applications, and registrations set forth on Exhibit A, together with the business and all goodwill of the business connected with the use of or symbolized by the Trademarks, applications and registrations therefore, including any license, franchise, or distributor agreements, labels and advertising, and Assignor’s entire right, title and interest in and to any and all claims and demands it may have, at law or in equity, for past infringement of the Trademarks as well as all rights to damages or profits as of the date hereof and the right to sue for and recover same in Assignee’s own name.

IN WITNESS WHEREOF, the Assignor has caused this Assignment of Trademarks to be executed as of the date first written above.

Lollytogs, Ltd.



By: Richard Sutton, President

Exhibit A

Trademarks

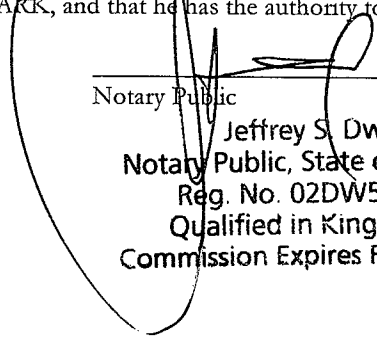
RIM ROCKA (Typed Drawing)	Reg. No. 2,141,568
RIM ROCKA (Standard Character Mark)	Reg. No. 3,781,184
RIM ROCKA (Standard Character Mark)	Reg. No. 3,844,363

STATE OF NEW YORK)

COUNTY OF NEW YORK)

): ss.:

On this 1st day of January, 2016, personally came before me Richard Sutton who being by me duly sworn did depose and say that deponent is the Officer or Director of the corporation described in and which executed the foregoing ASSIGNMENT OF TRADEMARK, and that he has the authority to sign his name thereto.



Notary Public

Jeffrey S. Dweck
Notary Public, State of New York
Reg. No. 02DW5072837
Qualified in Kings County
Commission Expires Feb. 10, 2019