

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM421299

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Brand Allies		03/23/2017	Limited Liability Company: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	RLTD, INC.		
<b>Street Address:</b>	1010 Hammond Street #115		
<b>City:</b>	West Hollywood		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	90069		
<b>Entity Type:</b>	Corporation: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	86162592	RELATED	
<b>Serial Number:</b>	86804059	RLTD	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>			
<b>Phone:</b>	310-721-8785		
<b>Email:</b>	bird.jon@gmail.com		
<b>Correspondent Name:</b>	Jonathan Bird		
<b>Address Line 1:</b>	1036 Glen Arbor Ave.		
<b>Address Line 4:</b>	Los Angeles, CALIFORNIA 90041		
<b>NAME OF SUBMITTER:</b>	Jonathan Bird		
<b>SIGNATURE:</b>	/Jonathan Bird/		
<b>DATE SIGNED:</b>	03/27/2017		
<b>Total Attachments: 2</b>			
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OP \$65.00 86162592

**Exhibit B**

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

**TRADEMARK ASSIGNMENT**

WHEREAS, Brand Allies, LLC, a limited liability company duly organized and existing under the laws of the State of California and having its principal place of business at 1010 Hammond St., #115 West Hollywood, CA 90069 (“**Assignor**”) owns all the right, title and interest in and to the federal trademark registrations of the marks identified in Schedule A hereto (the “**Marks**”); and

WHEREAS, RLTD, INC., a corporation duly organized and existing under the laws of the State of California and having its principal place of business at 1010 Hammond St., #115 West Hollywood, CA 90069 (“**Assignee**”), desires to acquire all right, title and interest in and to the Marks, the registrations thereof, and the goodwill associated therewith.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby conveys and assigns to Assignee the entire right, title and interest in and to the Marks together with all goodwill of the business represented and symbolized thereby with all rights to sue and recover damages and/or profits for past infringements.

3/23/17

\_\_\_\_\_  
Date

Brand Allies, LLC

By: Michael Appel

Name: Michael Appel  
Title: Founder

**Schedule A**

<b><u>Serial No.</u></b>	<b><u>Country</u></b>	<b><u>Title/Mark</u></b>	<b><u>File Date</u></b>	<b><u>Reg. No.</u></b>	<b><u>Reg. Date</u></b>
86162592	U.S.	RELATED	Jan 10, 2014	4878043	Dec 29, 2015
86804059	U.S.	RLTD	Oct 29, 2015	4978078	June 14, 2016