

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM430290

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|---|--|-----------------------|--------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Lisbeth Lehan | | 06/06/2017 | INDIVIDUAL: NORWAY |
| RECEIVING PARTY DATA | | | |
| Name: | LILLEbaby, LLC | | |
| Street Address: | 4450 Arapahoe Avenue, Suite 100 | | |
| City: | Boulder | | |
| State/Country: | COLORADO | | |
| Postal Code: | 80303 | | |
| Entity Type: | Limited Liability Company: COLORADO | | |
| PROPERTY NUMBERS Total: 3 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 4186258 | LILLE | |
| Registration Number: | 3943348 | LÍLLÉBABY | |
| Registration Number: | 4186257 | LÍLLÉBABY | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 3038630223 | | |
| <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: | 3038639700 | | |
| Email: | cbryce@sheridanross.com | | |
| Correspondent Name: | Caroline Bryce | | |
| Address Line 1: | 1560 Broadway, Suite 1200 | | |
| Address Line 2: | Sheridan Ross PC | | |
| Address Line 4: | Denver, COLORADO 80202 | | |
| ATTORNEY DOCKET NUMBER: | 6577-9 | | |
| NAME OF SUBMITTER: | Caroline E. Bryce | | |
| SIGNATURE: | /Caroline E. Bryce/ | | |
| DATE SIGNED: | 06/07/2017 | | |
| Total Attachments: 2 | | | |
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| source=Assignment Lisbeth Lehan to LILLEbaby LLC_executed#page2.tif | | | |

CH \$90.00 4186258

TRADEMARK ASSIGNMENT

This is an Agreement by and between Lisbeth Lehan, a Norwegian citizen having an address of 4450 Arapahoe Avenue, Suite 100, Boulder, Colorado 80303, United States of America ("ASSIGNOR") to LILLEbaby, LLC a Colorado limited liability company having an address of 4450 Arapahoe Avenue, Suite 100, Boulder, Colorado 80303, United States of America, ("ASSIGNEE").

WHEREAS, ASSIGNOR has used and is the owner of the marks LÍLLÉBABY, LILLE and other marks, in connection with a wide variety of goods and services in the field of baby and children's products, and is the owner the trademark registrations listed on the attached Exhibit 1 (the "Marks");

WHEREAS, ASSIGNEE is desirous of acquiring any and all of ASSIGNOR'S rights, title and interest in the Marks.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby assigns to ASSIGNEE all of ASSIGNOR'S rights, title and interest in and to the Marks and all goodwill associated with the Marks as well as the right to sue for past, present and future infringement of the Marks, and all trademark applications and registrations therefor.

IN WITNESS WHEREOF, ASSIGNOR has caused this Trademark Assignment to be duly executed on its behalf as provided for below.

ASSIGNOR:

LISBETH LEHAN

Date: June 6th, 2017

Signed: Lisbeth Lehan

ASSIGNEE:

LILLEbaby, LLC

Date: June 6th, 2017

Signed: Lisbeth Lehan

Name: LISBETH LEHAN

Title: PRESIDENT

Exhibit 1

| Territory | Mark | App. No App. Date | Reg. No Reg. Date |
|---|-----------|--------------------------|--------------------------|
| Canada | LÍLLÉBABY | 1525267 4/27/2011 | TMA864,771 11/12/2013 |
| Taiwan | LÍLLÉBABY | 104014808 3/19/2015 | 01735738 11/1/2015 |
| United States | LILLE | 85/497,380 12/16/2011 | 4,186,258 8/7/2012 |
| United States | LÍLLÉBABY | 85/043,218 5/19/2010 | 3,943,348 4/12/2011 |
| United States | LÍLLÉBABY | 85/497,374 12/16/2011 | 4,186,257 8/7/2012 |
| World Intellectual Property Organization International Registration | LÍLLÉBABY | 1079481 5/24/2011 | 1079481 5/24/2011 |