

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM430604

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Lash, Inc.		06/07/2017	Corporation: CALIFORNIA
RECEIVING PARTY DATA			
Name:	ymarketing, LLC		
Street Address:	4000 MacArthur Blvd, Suite 350		
City:	Newport Beach		
State/Country:	CALIFORNIA		
Postal Code:	92660		
Entity Type:	Limited Liability Company: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3408762	YMARKETING	
CORRESPONDENCE DATA			
Fax Number:	2028611783		
<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:	202-861-1500		
Email:	PATENTS@BAKERLAW.COM		
Correspondent Name:	BAKER AND HOSTETLER LLP		
Address Line 1:	1050 CONNECTICUT AVENUE		
Address Line 2:	SUITE1100		
Address Line 4:	WASHINGTON, D.C. 20036		
NAME OF SUBMITTER:	Kajsa M. Bohman		
SIGNATURE:	/Kajsa M. Bohman/		
DATE SIGNED:	06/08/2017		
Total Attachments: 2			
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TRADEMARK ASSIGNMENT

WHEREAS, Lash, Inc., a California corporation (“Assignor”), is the owner of certain common law rights in the trademark identified on Schedule A, attached hereto (the “Assigned Trademark”); and

WHEREAS, ymarketing, LLC, a California limited liability company (“Assignee”), desires to acquire all of Assignor’s right, title and interest in and to the Assigned Trademark and all associated goodwill, and Assignor wishes to transfer all of its right, title and interest in and to the Assigned Trademark and all associated goodwill to Assignee pursuant to this Trademark Assignment.

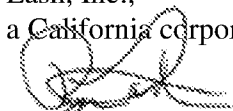
NOW THEREFORE, for good and valuable consideration, the parties hereto hereby agree as follows:

1. Assignment. Assignor hereby assigns and transfers to Assignee, its assigns, and successors, the entire right, title, and interest in and to the Assigned Trademark and all associated goodwill.

2. Further Assurances. Assignor further agrees, from time to time, to make, do, and execute, or cause to be made, done, or executed all such further acts, deeds, assurances, or things that may reasonably be required to give effect to the foregoing provisions.

“ASSIGNOR”

Lash, Inc.,
a California corporation



Name: Ryan Lash
Title: Chief Executive Officer

Date: 6/7/17

“ASSIGNEE”

ymarketing, LLC,
a California limited liability company



Name: Brian Yun
Title: Chief Operating Officer

Date: 06/07/2017

SCHEDULE A

Mark	Registration No.	Associated Goods and Services
YMARKETING	3408762	On-line advertising and marketing services