

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM437702

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Falic Fashion Group, LLC		07/24/2017	Limited Liability Company: FLORIDA
RECEIVING PARTY DATA			
Name:	Eva Longoria, Inc.		
Street Address:	9100 Wilshire Blvd. #1000W		
Internal Address:	c/o Grant, Tani, Barash & Altman LLC		
City:	Beverly Hills		
State/Country:	CALIFORNIA		
Postal Code:	90212		
Entity Type:	Corporation: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4238326	EVAMOUR BY EVA LONGORIA	
CORRESPONDENCE DATA			
Fax Number:	3108249696		
<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:	(310) 242-2689		
Email:	kmcDaniel@fulpat.com		
Correspondent Name:	Katherine L. McDaniel, FulwiderPattonLLP		
Address Line 1:	6100 Center Dr, Suite 1200		
Address Line 4:	Los Angeles, CALIFORNIA 90045		
ATTORNEY DOCKET NUMBER:	LOINC-		
NAME OF SUBMITTER:	Katherine L. McDaniel		
SIGNATURE:	/klm/		
DATE SIGNED:	08/02/2017		
Total Attachments: 1			
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OP \$40.00 4238326

TRADEMARK ASSIGNMENT

KNOW ALL BY THESE PRESENTS that Falic Fashion Group, LLC, a Florida limited liability company, 6100 Hollywood Blvd, 7th Floor, Hollywood, Florida 33024 USA ("Assignor"), in exchange for Ten Dollars (USD\$10) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, hereby assigns and transfers to Eva Longoria, Inc., a California corporation, c/o Grant, Tani, Barash & Altman LLC, 9100 Wilshire Boulevard, Suite 1000W, Beverly Hills, California 90212 USA ("Assignee"), its successors and assigns, all right, title and interest in and to the **EVAMOUR BY EVA LONGORIA, LOVE BY EVA LONGORIA, EVA BY EVA LONGORIA, UNBELIEVABLE BY EVA LONGORIA, EVA and LOVE, EVA** names, trade names, business names, trade dress, trademarks and service marks, whether or not registered, all trade name, business name, trademark and service mark applications and registrations, any and all renewals and extensions thereof that may be secured under all laws now or hereafter in force, and all trademark and service mark interests of every kind and nature associated therewith, together with the goodwill of the business associated therewith, and any and all causes of action heretofore accrued in Assignor's favor for infringement thereof, in all countries, territories and possessions throughout the world and throughout the universe, to the full extent of such rights, including without limitation the following:

- EVAMOUR BY EVA LONGORIA** U.S. Reg. No. 4238326, filed February 8, 2011 and registered November 6, 2012
- EVA BY EVA LONGORIA** European Community (EUIPO) Registration No. 9642315, filed January 6, 2011 and registered May 18, 2011
- EVA BY EVA LONGORIA** Indonesia Reg. No. 400907, filed February 9, 2011 and registered October 22, 2013
- EVA BY EVA LONGORIA** Malaysia Application No. 2011003207, filed February 22, 2011
- EVA** Philippines Reg. No. 42010012473, filed November 18, 2010 and registered July 7, 2011
- EVA BY EVA LONGORIA** Philippines Reg. No. 42010012474, filed November 18, 2010 and registered May 26, 2011
- eva by eva longoria** Singapore Reg. No. T1101480J, filed February 9, 2011

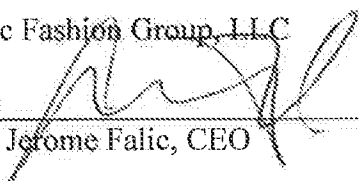
IN WITNESS WHEREOF, Assignor and Assignee have caused this Trademark Assignment to be signed by their duly authorized signatories.


"Assignor"

"Assignee"

Falic Fashion Group, LLC

Eva Longoria, Inc.

By: 
Jerome Falic, CEO

By: 
Eva Longoria Baston, President

Date: 7-24-17

Date: 7/31/2017