

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM439381

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Life is Good Holdings, LLC		08/09/2017	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	Debonair With Flair, LLC		
Street Address:	4001 Inglewood Ave.		
Internal Address:	Building 101, Office 305		
City:	Redondo Beach		
State/Country:	CALIFORNIA		
Postal Code:	90278		
Entity Type:	Limited Liability Company: CALIFORNIA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	86975059	HSTRY	
Serial Number:	86009220	HSTRY	
CORRESPONDENCE DATA			
Fax Number:			
<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:	888-762-4511		
Email:	mcrosby@schwartzip.com		
Correspondent Name:	Adam E. Schwartz		
Address Line 1:	244 5th Ave		
Address Line 2:	#2157		
Address Line 4:	New York, NEW YORK 10001		
NAME OF SUBMITTER:	Adam E. Schwartz		
SIGNATURE:	/ Adam E. Schwartz /		
DATE SIGNED:	08/15/2017		
Total Attachments: 2			
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OP \$65.00 86975059

ASSIGNMENT OF TRADEMARKS

WHEREAS **LIFE IS GOOD HOLDINGS, LLC**, a Delaware Limited Liability Company with an address at 40 E. Main St. #890, Newark, DE 19711 (“Assignor”), is desirous of assigning all of its rights, title and interest in and to the trademarks set forth on **Schedule A** (the “Trademarks”) to Assignee;

WHEREAS **DEBONAIR WITH FLAIR, LLC** a California Limited Liability Company with an address at 4001 Inglewood Avenue, Building 101, Office 305, Redondo Beach, CA 90278 (“Assignee”), is desirous of acquiring Assignor’s rights, title and interest in and to the Trademarks and all goodwill therein;

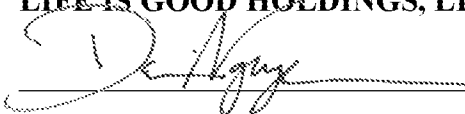
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged and intending to be bound hereby, Assignor hereby assigns and transfers to Assignee, all of Assignor’s right, title and interest in and to the Trademarks, together with the goodwill of the business connected with the use of and symbolized by the Trademarks and the common law rights associated therewith.

This Agreement may be executed in counterparts by one or more parties. All such counterparts, when so executed, shall be deemed to constitute one final agreement as if one document had been signed by all parties to this Agreement. Each such counterpart, upon execution and delivery of all counterparts, shall be deemed to be a complete and original of this Agreement. A telecopy or facsimile transmission of a signed counterpart of this Agreement shall be sufficient to bind the party or parties whose signature(s) appear thereon.

Dated: August 9, 2017

ASSIGNOR:

LIFE IS GOOD HOLDINGS, LLC

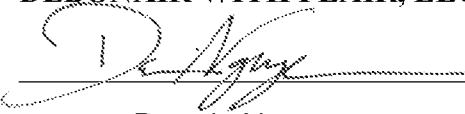


Name: Dennis Nguyen

Title: Chief Operating Officer

ASSIGNEE:

DEBONAIR WITH FLAIR, LLC



Name: Dennis Nguyen

Title: Chief Operating Officer

Schedule A

MARK	Country	Status	Serial #	Reg. #
HSTRY	United States	Registered	86975059	4540735
HSTRY	United States	Registered	86009220	4689387