

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM444485


SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
House Production		09/26/2017	Limited Liability Company: NEW YORK
RECEIVING PARTY DATA			
Name:	Milk Group, LLC		
Street Address:	450 West 15th Street		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10011		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3223055	HOUSE	
CORRESPONDENCE DATA			
Fax Number:	2129800120		
<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:	(212) 980-0120		
Email:	pto@fkks.com		
Correspondent Name:	Catherine M.C. Farrelly		
Address Line 1:	488 Madison Avenue, 10th Fl.		
Address Line 4:	New York, NEW YORK 10022		
NAME OF SUBMITTER:	Catherine M.C. Farrelly		
SIGNATURE:	/cmcf/		
DATE SIGNED:	09/26/2017		
Total Attachments: 1			
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TRADEMARK ASSIGNMENT

THIS ASSIGNMENT is made as of September 26, 2017, by and between House Production, a New York limited liability company having a business address of 450 West 15th Street, New York, New York 10011 ("Assignor") and Milk Group, LLC, a Delaware limited liability company having a business address of 450 West 15th Street, New York, New York 10011 ("Assignee").

WHEREAS, Assignor is the owner of the following trademark registration:

Mark	Reg. No.	Goods/Services
	3,223,05 5	Production of print and television advertisements; casting of models and actors for print and television advertisements

WHEREAS, Assignor wishes to assign to Assignee, and Assignee wishes to acquire, all of Assignor's right, title and interest in and to the foregoing trademark, together with the above registration therefor, and all goodwill associated therewith.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby assign to Assignee all of its right, title and interest in and to the foregoing trademark, together with the above registration therefor, and all goodwill associated therewith.

HOUSE PRODUCTION

By: 

Name: Mardack Rassi

Title: Member

MILK GROUP, LLC

By: 

Name: Daniel Schuman

Title: General Counsel