

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM452290

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Coordinates Collection Inc.		11/22/2017	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Reign Brands Inc.		
Street Address:	9465 Wilshire Blvd		
City:	Beverly Hills		
State/Country:	CALIFORNIA		
Postal Code:	90212		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 9			
Property Type	Number	Word Mark	
Serial Number:	85905017	C°	
Serial Number:	85861720	WHAT ARE YOURS?	
Serial Number:	85861682	COORDINATES°	
Serial Number:	85861167	COORDINATES° BRACELETS	
Serial Number:	85861165	COORDINATES° NECKLACES	
Serial Number:	85861164	COORDINATES° RINGS	
Serial Number:	85861152	COORDINATES° COLLECTION	
Serial Number:	85861171	COORDINATES°	
Serial Number:	86380498	OPEN AIR	
CORRESPONDENCE DATA			
Fax Number:	9737263770		
<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:	973-997-1797		
Email:	wcox@lawcox.com		
Correspondent Name:	William H. Cox		
Address Line 1:	7 Boardwalk		
Address Line 2:	c/o Cox Law Firm LLC, Unit 6		
Address Line 4:	Sparta, NEW JERSEY 07871		
NAME OF SUBMITTER:	William H. Cox		

CH \$240.00 85905017

SIGNATURE:	/William H. Cox/
DATE SIGNED:	11/28/2017
Total Attachments: 4 source=Assignment (2)#page1.tif source=Assignment (2)#page2.tif source=Assignment (2)#page3.tif source=Assignment (2)#page4.tif	

ASSIGNMENT

THIS ASSIGNMENT, between Coordinates Collection Inc. ("Assignor"), a Delaware corporation with an address at 1933 S Broadway Los Angeles CA 90007 and Reign Brands Inc. ("Assignee"), a Delaware Corporation with an address at 9465 Wilshire Blvd Beverly Hills CA 90212.

WHEREAS, Assignor owns all right, title and interest in and to the trademark registrations listed in Schedule A attached hereto and made a part hereof (the "Trademark Registrations") for the trademarks listed in Schedule A (the "Trademarks") .

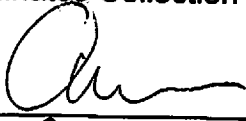
WHEREAS, Assignor has agreed to assign all right, title and interest in and to the Trademarks and the Trademark Registrations to Assignee;

WHEREFORE THE PARTIES AGREE AS FOLLOWS:


For valuable consideration, receipt of which is hereby acknowledged, Assignor hereby sells, assigns, and transfers to Assignee, and its successors and assigns, all right, title and interest in and to the Trademarks, including without limitation, the Trademark Registrations, the goodwill of the business in connection with which the Trademarks are used, together with the right to sue and recover for past infringements, dilution and violations thereof, and Assignee accepts such assignment.

IN WITNESS WHEREOF, the parties have executed this Assignment as of the 22 day of NOVEMBER, 2017.

Assignor
Owen De Vries
Coordinates Collection Inc.

By: 
Name: Owen de Vries
Title: CEO

Assignee
Joseph Segelman
Reign Brands Inc.

By: 
Name: Joseph Segelman
Title: CEO

SCHEDULE A

Trademark

Reg. No.

Registration Date

Class(es)

Owner: Coordinates Collection Inc.

U.S. TRADEMARKS

<i>MARK</i>	<i>Notes</i>	<i>Status</i>
C° (SN 85905017)	IC 014 – Bracelets; Earrings; Jewelry; Necklaces; Rings	Registered on Principal Register
WHAT ARE YOURS? (SN 85861720)	IC 014 – Bracelets; Earrings; Jewelry; Necklaces; Rings	Registered on Principal Register
COORDINATES° (SN 85861682)	IC 014 – Bracelets; Earrings; Jewelry; Necklaces; Rings	Registered on Principal Register
COORDINATES° BRACELETS (SN 85861167)	IC 014 – Bracelets; Jewelry	Registered on Principal Register
COORDINATES° NECKLACES (SN 85861165)	IC 014 – Jewelry; Necklaces	Registered on Principal Register

COORDINATES° RINGS (SN 85861164)	IC 014 – Bracelets; Jewelry; Necklaces; Rings	Registered on Principal Register
COORDINATES° COLLECTION (SN 85861152)	IC 014 – Bracelets; Jewelry; Necklaces; Rings	Registered on Supplemental Register.
MOMENTS° BY COORDINATES (SN 86377747)	IC 014 – Bracelets; Earrings; Jewelry; Necklaces; Rings	Abandoned, may be filed again with new priority date, but, Coordinates° priority date may be grandfathered in.
COORDINATES° (SN 85861171)	IC 025 - Footwear; Headgear, namely, hats, caps, beanies; Leather belts; Shirts	Registered on Principal Register
OPEN AIR (SN 86380498)	IC 014 – Bracelets; Earrings; Jewelry; Necklaces; Rings	Registered on Principal Register

U.S. PATENTS

Design Patent No. 29494935	“Legend Bracelet”	United States Patent Issued
Design Patent No. 29494932	“Meridian Bracelet”	United States Patent Issued

INTERNATIONAL TRADEMARKS & PATENTS

COORDINATES° (Reg. No. 013225875)	Class 09 (mobile apps), 14 (jewelry), 35 (e-commerce), and 45 (social networking)	Registered Trademark, European Union
COORDINATES°	Class 14 (jewelry)	United Arab Emirates (pending), Trademark
COORDINATES° (Reg. No. 1692155)	Class 014 (jewelry)	Registered Trademark, Canada

Patent, Registered Community Design No. 2526079-0001	“Legend Bracelet”	European Union
Patent, Registered Community Design No. 2526079-0002	“Meridian Bracelet”	European Union