

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM452721

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
JRJR Jones Products, LLC		11/20/2017	Limited Liability Company: VIRGINIA
RECEIVING PARTY DATA			
Name:	Skip Hop, Inc.		
Street Address:	50 West 23rd St.		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10010		
Entity Type:	Corporation: NEW YORK		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	86519317	SHELFIE	
CORRESPONDENCE DATA			
Fax Number:	3105867800		
<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:	3105867700		
Email:	atltrademark@gtlaw.com, kimce@gtlaw.com		
Correspondent Name:	Candice E. Kim		
Address Line 1:	1840 Century Park East, Suite 1900		
Address Line 2:	Greenberg Traurig, LLP		
Address Line 4:	Los Angeles, CALIFORNIA 90067		
ATTORNEY DOCKET NUMBER:	167852.011300		
NAME OF SUBMITTER:	Mary Martha Adkins		
SIGNATURE:	/mma/		
DATE SIGNED:	11/30/2017		
Total Attachments: 1			
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CH \$40.00 86519317

TRADEMARK ASSIGNMENT

WHEREAS, JRJR Jones Products, LLC, a Virginia limited liability company ("Assignor") owns the SHELFIE mark and the following related federal trademark application (the "Mark"):

MARK	APP. NO.	GOODS/SERVICES	IC
SHELFIE	86/519,317	Bathtub trays; plastic trays for use in the bathtub	11
		Bathtub shelves; bathtub shelves not made of metal; plastic shelves for use in the bathtub	20

WHEREAS, Assignor wishes to assign to Skip Hop, Inc., and Skip Hop, Inc. wishes to acquire from Assignor all right, title, and interest in the Mark;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor assigns to Skip Hop, Inc. the entire right, title, and interest in and to the Mark, including U.S. Application Serial No. 86/519,317, along with the goodwill connected with the use of and symbolized by the Mark, together with all claims for legal and equitable relief of any kind by reason of past, present, or future infringement of any of the Mark.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be duly executed on of the date set forth below:

Executed this 26 day of Nov., 2017. JRJR Jones Products, LLC
By: Joy Jones
Name: Joy Jones
Title: Owner/President

Subscribed and Sworn to before me on this 20 day of November, 2017.

Amira A Gargosa
Notary Public



AMIRA A GARGOSA
NOTARY PUBLIC 7729107
COMMONWEALTH OF VIRGINIA

My commission expires: oct 31, 2021 MY COMMISSION EXPIRES OCTOBER 31, 2021