

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM458602

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Big Strike, LLC		01/05/2018	Limited Liability Company: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	LDLA Holdings, LLC		
<b>Street Address:</b>	1515 E. 15th Street		
<b>City:</b>	Los Angeles		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	90021		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 10</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	86540674	HEART SOUL	
<b>Serial Number:</b>	75422383	HEART SOUL	
<b>Serial Number:</b>	86613397	HEART SOUL	
<b>Serial Number:</b>	87295703	HEART SOUL	
<b>Serial Number:</b>	85425048	HS HEART SOUL	
<b>Serial Number:</b>	76447330	STAR CITY	
<b>Serial Number:</b>	87031765	STAR JEANS	
<b>Serial Number:</b>	85886631	SUGAR HIGH	
<b>Serial Number:</b>	77025409	JUST GINGER	
<b>Serial Number:</b>	77951802	WORKSHOP	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2138915031		
<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>			
<b>Phone:</b>	2138915031		
<b>Email:</b>	trademark@buchalter.com		
<b>Correspondent Name:</b>	Jessie Reider, CA Bar 237113		
<b>Address Line 1:</b>	1000 Wilshire Blvd., Suite 1500		
<b>Address Line 2:</b>	Buchalter		

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<b>Address Line 4:</b>	Los Angeles, CALIFORNIA 90017
<b>NAME OF SUBMITTER:</b>	Jessie K Reider, CA Bar No. 237113
<b>SIGNATURE:</b>	/jkr/
<b>DATE SIGNED:</b>	01/18/2018
<b>Total Attachments: 2</b> source=Big Strike#page1.tif source=Big Strike#page2.tif	

**Trademark Assignment**

WHEREAS Living Doll, LLC, a California limited liability company formerly known as Big Strike, LLC, with an address of 1515 E. 15th Street, Los Angeles, California 90021 (hereinafter "Big Strike"), owns, has used in its business and/or has rights, title and/or interest in certain of the trademarks, including those represented by the trademark applications and registrations, identified in Exhibit A herein, attached hereto and incorporated by this reference, and the goodwill symbolized by the trademarks and all common law rights thereto (hereinafter collectively the "Big Strike Marks");

WHEREAS Cynthia Vincent, LLC, a Delaware limited liability company with an address of 1515 E. 15th Street, Los Angeles, California (hereinafter "Cynthia Vincent" and together with Big Strike "Assignor"), owns, has used in its business and/or has rights, title and/or interest in certain of the trademarks, including those represented by the trademark applications and registrations, identified in Exhibit A herein, attached hereto and incorporated by this reference, and the goodwill symbolized by the trademarks and all common law rights thereto (hereinafter collectively the "Cynthia Vincent Marks" and together with the Big Strike Marks, the "Marks");

WHEREAS LDLA Holdings, LLC, a Delaware limited liability company with an address of 1515 E. 15th Street, Los Angeles, California 90021 ("Assignee") desires to acquire by formal, recordable assignment the entire right, title and interest in and to the Marks, all common law rights in and to the Marks, as well as the goodwill symbolized by the Marks, and all on-going and existing business associated with the Marks; and

WHEREAS the parties desire to memorialize the assignment of the Marks and all common law rights in and to the Marks, together with the goodwill of the business symbolized therein, all on-going and existing business associated with the Marks and all common law rights relating thereto, and all rights to recover for past infringement.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all right title and interest in and to the Marks and all common law rights in and to the Mark, together with the goodwill symbolized by the Marks, all on-going and existing business associated with the Marks and all common law rights relating thereto.

AGREED TO AND ACCEPTED BY BIG STRIKE:

Dated: 01/05/18

By:   
Living Doll, LLC f/k/a Big Strike, LLC

AGREED TO AND ACCEPTED BY CYNTHIA VINCENT:

Dated: 01/05/18

By:   
Cynthia Vincent, LLC

AGREED TO AND ACCEPTED BY ASSIGNEE:

Dated: 01/05/18

By:   
LDLA Holdings, LLC

**EXHIBIT A**  
**Trademarks**

<u>Country</u>	<u>Trademark</u>	<u>Status</u>	<u>Serial No.</u>	<u>Reg. No.</u>
US	CYNTHIA VINCENT	Registered	78697691	3144969
MX	CYNTHIA VINCENT	Registered	1656752	1660016
CA	CYNTHIA VINCENT	Pending	1695281	
US	HEART SOUL	SUSPENDED	86540674	
US	HEART SOUL	Registered	75422383	2705646
US	HEART SOUL	Published	86613397	
US	HEART SOUL	Published	87295703	
CA	HEART SOUL	Registered	1287799	733715
EM	HEARTSOUL	Registered	012351375	012351375
HK	HEARTSOUL	Registered	302803293	302803293
US	HS HEART SOUL	Registered	85425048	4664063
US	STAR CITY	Registered	76447330	3052025
HK	STAR CITY	Registered	300664902	300664902
HK	STAR CLOTHING	Registered	300664885	300664885
US	STAR JEANS	Published	87031765	
HK	STAR JEANS	Registered	300664876	300664876
US	SUGAR HIGH	Registered	85886631	4557040
CN	SUGAR HIGH	Registered	17883043	17883043
CA	TRACY EVANS LIMITED	Registered	1319438	TMA759621
US	TWELFTH STREET	Registered	76607730	3278285
US	TWELFTH STREET BY CYNTHIA VINCENT	Registered	78700766	3210449
CA	TWELFTH STREET BY CYNTHIA VINCENT	Pending	1695282	
HK	TWELFTH STREET BY CYNTHIA VINCENT	Registered	302669086	302669086
CN	TWELFTH STREET BY CYNTHIA VINCENT	Registered	12907581	12907581
CN	TWELFTH STREET BY CYNTHIA VINCENT	Pending	14083204	
MX	TWELFTH STREET BY CYNTHIA VINCENT	Registered	1672896	1681074
US	JUST GINGER	Registered	77025409	3431895
US	WORKSHOP	Registered	77951802	3898118