

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
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ETAS ID: TM461205

<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>
Severine Vincotte		01/25/2018	INDIVIDUAL: FRANCE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Louis Vuitton Malletier		
<b>Street Address:</b>	2, rue du Pont-Neuf		
<b>City:</b>	75001 Paris		
<b>State/Country:</b>	FRANCE		
<b>Entity Type:</b>	Société Anonyme (Sa): FRANCE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	87699141	LE JOUR SE LEVE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2024084400		
<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>	2024084000		
<b>Email:</b>	docketing@finnegan.com		
<b>Correspondent Name:</b>	Julia Anne Matheson		
<b>Address Line 1:</b>	901 New York Avenue, NW		
<b>Address Line 4:</b>	Washington, D.C. 20001		
<b>NAME OF SUBMITTER:</b>	Julia Anne Matheson		
<b>SIGNATURE:</b>	/Julia Anne Matheson/		
<b>DATE SIGNED:</b>	02/07/2018		
<b>Total Attachments: 1</b>			
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OP \$40.00 87699141

ASSIGNMENT

Séverine VINCOTTE, an individual citizen of France with an address of 138 rue du Point du Jour, 92100 Boulogne Billancourt, FRANCE, ("Assignor"), is the owner of the following Trademark filed with the U.S. Patent and Trademark Office:

Mark:	Serial No.	Filing Date
LE JOUR SE LEVE	87699141	November 28, 2017

LOUIS VUITTON MALLETIER, a Société Anonyme of FRANCE with its principal place of business at 2, rue du Pont-Neuf, 75001 Paris, FRANCE, ("Assignee"), desires to acquire the Trademark and all associated rights and goodwill.

In consideration of the foregoing and for other good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all its right, title, and interest in and to the Trademark, together with the goodwill of the business associated with the Trademark, and the right to sue and recover for past infringements, dilution, and other violations.

The Commissioner is requested to issue the certificate of registration to Assignee.

By:   
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Séverine VINCOTTE

Date: 25 January 2018