

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM461625

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Lime Crime, Inc.		01/31/2018	Corporation: NEW YORK
RECEIVING PARTY DATA			
Name:	LC Brands LLC		
Street Address:	3500 South DuPont Highway		
City:	Dover		
State/Country:	DELAWARE		
Postal Code:	19901		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 22			
Property Type	Number	Word Mark	
Serial Number:	85836697	ALWAYS BE A UNICORN	
Serial Number:	87397919	AQUARIUM	
Serial Number:	87185924	DIAMOND CRUSHERS	
Serial Number:	87353903	DIAMOND DEW	
Serial Number:	87191037	HI LITE BLOSSOMS	
Serial Number:	87191042	HI LITE OPALS	
Serial Number:	77858575	LIME CRIME	
Serial Number:	86909049	LIME CRIME	
Serial Number:	86462929	MAKEUP FOR UNICORNS	
Serial Number:	87346757	MERMATTIFIER	
Serial Number:	87345375	PLUSHIES	
Serial Number:	87175134	POCKET CANDY PALETTE	
Serial Number:	86964543	SUPERFOIL	
Serial Number:	87653253		
Serial Number:	85917667		
Serial Number:	87161979	UNICORN HAIR	
Serial Number:	86458965	UNICORN LIPSTICK	
Serial Number:	85790670		
Serial Number:	85829589	VELVETINES	

OP \$565.00 85836697

Property Type	Number	Word Mark
Serial Number:	86889464	VENUS EYESHADOW PALETTE
Serial Number:	87373465	WELCOME TO MAKEUP HEAVEN
Serial Number:	87390708	WET CHERRY

CORRESPONDENCE DATA

Fax Number: 203-454-69

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.

Email: tsoinger@tengramcapital.com

Correspondent Name: Tracy Soinger

Address Line 1: c/o Tengram Capital Partners

Address Line 2: 15 Riverside Avenue, First Floor

Address Line 4: Westport, CONNECTICUT 06880

NAME OF SUBMITTER:	Tracy Soinger
SIGNATURE:	/tsoinger/
DATE SIGNED:	02/09/2018

Total Attachments: 2

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TRADEMARK ASSIGNMENT

This Trademark Assignment is made and entered into as of this 31 day of January, 2018 by Lime Crime, Inc. a New York corporation having a place of business at 20501 Ventura Blvd Ste 220, Woodland Hills, California 91364 (hereinafter "Assignor") in favor of LC Brands LLC, a Delaware limited liability company having a place of business at 3500 South DuPont Highway, Dover, Delaware 19901 (hereinafter "Assignee").

WHEREAS, Assignor is the owner of the registered marks set out on Exhibit A hereto and filed the applications identified on Exhibit A hereto that have not yet registered based on either use or a bona fide intention to use the marks in interstate commerce (hereinafter the "Marks"); and

WHEREAS, Assignor has not yet filed a statement of use under Section 1(c) or 1(d) of the Trademark Act for some of those Marks identified on Exhibit A for which a certificate of registration has not yet issued; and

WHEREAS, Assignee is a successor to Assignor of that portion of Assignor's business to which the Marks pertain in accordance with 15 U.S.C. §1060,

NOW, THEREFORE, for the sum of One Dollar (\$1.00) and other good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby assign and transfer to Assignee its entire right, title, and interest in and to the Marks and/or the applications for the Marks, together with the goodwill of the business symbolized by the Marks and the applications/registrations/ thereof, as well as Assignor's portion of the business to which the Marks pertain, and all other rights which Assignor has enjoyed thereunder in the United States, including any and all rights of recovery based on past infringement of said Marks and applications/registrations therefor, the same to be held and enjoyed by Assignee, its successors and assigns.

LIME CRIME, INC.

By: Andrew R. Tarshis

Name: Andrew R. Tarshis

Title: VP

Date: January 31, 2018

LC BRANDS LLC




By: Andrew R. Tarshis

Name: Andrew R. Tarshis

Title: VP

Date: January 31, 2018

EXHIBIT A

<u>MARK</u>	<u>SERIAL NO.</u>	<u>REG. NO.</u>
ALWAYS BE A UNICORN	85836697	4368661
AQUARIUM	87397919	
DIAMOND CRUSHERS	87185924	5267628
DIAMOND DEW	87353903	
HI LITE BLOSSOMS	87191037	5267638
HI LITE OPALS	87191042	5267639
LIME CRIME	77858575	3806465
LIME CRIME	86909049	5003478
MAKEUP FOR UNICORNS	86462929	4776689
MERMATTIFIER	87346757	
PLUSHIES	87345375	
POCKET CANDY PALETTE	87175134	5336659
SUPERFOIL	86964543	5168162
	87653253	
	85917667	4447716
UNICORN HAIR	87161979	5229600
UNICORN LIPSTICK	86458965	4776509
	85790670	4391204
VELVETINES	85829589	4368645
VENUS EYESHADOW PALETTE	86889464	
WELCOME TO MAKEUP HEAVEN	87373465	
WET CHERRY	87390708	