

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM463330

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Mr. Edward Kim		12/21/2017	INDIVIDUAL:
RECEIVING PARTY DATA			
Name:	Keirseey, LLC		
Street Address:	6789 Quail Hill Parkway		
Internal Address:	Suite 401		
City:	Irvine		
State/Country:	CALIFORNIA		
Postal Code:	92603		
Entity Type:	Limited Liability Company: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3012618	PLEASE UNDERSTAND ME	
CORRESPONDENCE DATA			
Fax Number:	4192416894		
<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:	4193211473		
Email:	mdockins@slk-law.com, fgurrero@slk-law.com, tlopez@slk-law.com		
Correspondent Name:	Michael E. Dockins		
Address Line 1:	1000 Jackson St.		
Address Line 4:	Toledo, OHIO 43604		
NAME OF SUBMITTER:	Michael E. Dockins		
SIGNATURE:	/Michael E. Dockins/		
DATE SIGNED:	02/26/2018		
Total Attachments: 1			
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TRADEMARK ASSIGNMENT

WHEREAS, Edward Kim, an individual having an address of 6789 Quail Hill Parkway, Suite 401, Irvine, California 92603, (hereinafter "Assignor"), owns an undivided interest in certain trademarks that are the subject of certain registrations, as follows:

Mark	Reg. No.
PLEASE UNDERSTAND ME	3,012,618

WHEREAS, Keirse, LLC, a California Limited Liability Company having an address of 6789 Quail Hill Parkway, Suite 401, Irvine, California 92603 (hereinafter "Assignee"), is desirous of acquiring the entire right, title and interest of said Assignor in and to the said trademarks, registration and pending applications, and in and to any registrations that may be granted thereon, together with the goodwill of the business connected therewith.

NOW, THEREFORE, BE IT KNOWN that, for and in consideration of the sum of One Dollar (\$1.00) in hand paid, and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, said Assignor has sold, assigned, and transferred, and by these presents do hereby sell, assign and transfer to said Assignee, the entire right, title and interest of Assignor in and to the said trademarks, registration and pending applications, including any registrations that may be issued for the marks, in the U.S. and in any foreign countries, and in and to any renewals that may be granted thereon, together with the goodwill of the business connected therewith and any right to recover for past infringement thereof.

Name: EDWARD KIM

Signature: 

Title: CEO

Date: 12/21/2017