

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM471987

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	11/15/2017		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Dana Story		04/30/2018	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Market Place Solutions, LLC		
Doing Business As:	Sultra		
Street Address:	20700 Ventura Blvd. Suite 301		
City:	Woodland Hills		
State/Country:	CALIFORNIA		
Postal Code:	91364		
Entity Type:	Limited Liability Company: WYOMING		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85667217	DIVA PRESSING CRÈME	
CORRESPONDENCE DATA			
Fax Number:	9497609502		
<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:	949-760-0404		
Email:	efiling@knobbe.com		
Correspondent Name:	Lynda J. Zadra-Symes		
Address Line 1:	2040 Main Street, 14th Floor		
Address Line 4:	Irvine, CALIFORNIA 92614		
NAME OF SUBMITTER:	Lynda J. Zadra-Symes		
SIGNATURE:	/Lynda J. Zadra-Symes/		
DATE SIGNED:	04/30/2018		
Total Attachments: 3			
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TRADEMARK ASSIGNMENT

This Trademark Assignment (hereinafter referred to as "Assignment") is effective as of the 15th day of November 2017, by and between Story, Dana, an individual having a residence at 32514 Carrie Pl, Westlake Village, California 91361 (hereinafter referred to as "ASSIGNOR"), and Market Place Solutions, LLC, dba Sultra, a Wyoming limited liability company having a place of business at 20700 Ventura Blvd. Suite 301, Woodland Hills, California 91364 (hereinafter referred to as "ASSIGNEE").

Whereas, Assignor is the founder and president of Assignee;

Whereas, at all times, Assignor and/or Assignee were actively involved in the selection, plans to use, and use of the marks, and the technology and know-how associated with the products which are being offered or will be provided in connection with the marks, as well as the business associated with the marks listed in Schedule A, attached hereto and incorporated herein by this reference, and all other rights appurtenant thereto, including, but not limited to, all common law rights, trade name rights, causes of action, and the right to recover for past infringement (hereinafter collectively referred to as "Trademarks") worldwide;

WHEREAS, ASSIGNOR has acquired goodwill associated with and symbolized by said Trademarks and has not abandoned the same;

WHEREAS, ASSIGNOR is the owner of the federal trademark application and registrations relating to the Trademarks listed in Schedule B, attached hereto and incorporated herein by reference (hereinafter collectively referred to as "Application and Registrations");

WHEREAS, ASSIGNEE is desirous of acquiring all rights, title, and interest in and to the Trademarks, Application and Registrations worldwide and any other registered or unregistered trademarks owned or used by ASSIGNOR or any of its licensees worldwide; and

WHEREAS, ASSIGNOR is willing to assign to ASSIGNEE all rights, title, and interest as ASSIGNOR may possess in and to the Trademarks, Applications and Registrations worldwide and any other registered or unregistered trademarks owned or used by ASSIGNOR or any of its licensees worldwide;

NOW, THEREFORE, for good and adequate consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby assigns and sells to ASSIGNEE all rights, title, and interest as ASSIGNOR may possess in and to the following:


- (1) the Trademarks set forth in Schedule A;
- (2) the Application set forth in Schedule B;
- (3) the Registrations set forth in Schedule B; and

- (3) any other registered or unregistered trademarks owned or used anywhere in the world by ASSIGNOR or any of its licensees;

together with the goodwill symbolized by said Trademarks, Application, Registrations, and other registered or unregistered trademarks owned or used anywhere in the world by ASSIGNOR or any of its licensees concurrent with the transfer of certain tangible assets as indicia of said goodwill.

Executed this 30th day of April, 2018.

Dana Story

By:  _____

SCHEDULES TO TRADEMARK ASSIGNMENT

SCHEDULE A

Marks: DIVA PRESSING CRÈME
BOMBSHELL
THERMAGUIDE
THERMAGRIP
THERMAHEAL
HEAT GUARD
CURL SAFE
MIND READER

SCHEDULE B

Federal Trademark Application and Registrations:

<u>MARK</u>	<u>APPL. NO.</u>	<u>FILING DATE</u>	<u>INTL. CLASS</u>
DIVA PRESSING CRÈME	85/667217	July 2, 2012	3
MIND READER	86/908860	Feb. 16, 2016	8, 11

<u>MARK</u>	<u>REG. NO.</u>	<u>REG. DATE</u>	<u>INTL. CLASS</u>
BOMBSHELL	4343804	May 28, 2013	8
THERMAGUIDE	4343743	May 28, 2013	8
THERMAGRIP	4343814	May 28, 2013	8
THERMAHEAL	4343859	May 28, 2013	11
HEAT GUARD	4538471	May 17, 2014	3
CURL SAFE	4367061	July 16, 2013	3

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