

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM477440

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|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------|-----------------------|-------------------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| DARA, INC. | | 06/07/2018 | Corporation: MASSACHUSETTS |
| RECEIVING PARTY DATA | | | |
| Name: | THE STERLING JAMES COMPANY, LLC | | |
| Street Address: | 4373 Bel Aire Drive | | |
| City: | La Canada | | |
| State/Country: | CALIFORNIA | | |
| Postal Code: | 91011 | | |
| Entity Type: | Limited Liability Company: CALIFORNIA | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Serial Number: | 87692688 | BRIDE TRIBE | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | | | |
| <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> | | | |
| Email: | elizabeth.burkhard@hklaw.com | | |
| Correspondent Name: | Holland & Knight LLP | | |
| Address Line 1: | 10 St. James Ave. | | |
| Address Line 2: | 11th Floor | | |
| Address Line 4: | Boston, MASSACHUSETTS 02116 | | |
| ATTORNEY DOCKET NUMBER: | 158728.00001 | | |
| NAME OF SUBMITTER: | Laura O'Brien | | |
| SIGNATURE: | /Laura O'Brien/ | | |
| DATE SIGNED: | 06/11/2018 | | |
| Total Attachments: 2 | | | |
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| source=Exec.Asgn#page2.tif | | | |

OP \$40.00 87692688

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (the "Assignment") is made and entered into as of this ~~7th~~ day of June 2018, by DARA, Inc., a Massachusetts corporation with its principal place of business at 49 Railroad Ave., #2136, South Hamilton, Massachusetts 01982 ("Assignor"), and Sterling James Company, LLC, a California limited liability company with a principle place of business at 4373 Bel Aire Drive, La Canada, California 91011 ("Assignee") (individually, a "Party" and collectively, the "Parties").

WHEREAS, Assignor is the owner of the trademark "BRIDE TRIBE" and associated United States trademark application (U.S. Serial Number 87/692,688) (the "Trademark"), along with (i) all US and foreign trademark rights, including the right to claim priority under the Paris Convention for the Protection of Industrial Property and all other treaties of like purposes, (ii) all business associated with such Trademark, and (iii) the goodwill of the business connected with the use of such Trademark and symbolized thereby;

WHEREAS, Assignor and Assignee entered into a certain Trademark Purchase and Sale Agreement dated ~~May~~ June 7, 2018 (the "Purchase Agreement"), whereby Assignor agreed to transfer to Assignee all of its right, title and interest in and to the Trademark, along with all business associated with the Trademark and the good will of the business connected therewith, and the right to sue, obtain relief and recover for, and the right to profits or damages due or accrued arising out of or in connection with, any and all past, present or future infringements of the Trademark;

WHEREAS, pursuant to the Purchase Agreement, Assignor has agreed to execute and deliver to Assignee this Trademark Assignment for recordation with the United States Patent and Trademark Office;

NOW, THEREFORE, in consideration of the promises and mutual covenants herein contained and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns, transfers and sets over to Assignee its entire right, title and interest in and to the Trademark, subject to and on the terms and conditions set forth in the Purchase Agreement, including (1) all trademarks, pending applications for registration of trademarks, and issued registrations of trademarks related to the Trademark, together with the goodwill of the business connected with the use of the Trademark and symbolized by the Trademark; (2) all rights to causes of action and remedies related to the Trademark including, without limitation, the right to sue, obtain relief and recover for, and the right to profits or damages due or accrued arising out of or in connection with, any and all past, present or future infringement of rights related to the foregoing; and (3) any and all other rights and interests arising out of, in connection with, or in relation to the Trademark, the same to be held and enjoyed by Assignee, its successors, assigns and other legal representatives.

[Signatures appear on next page]

IN WITNESS WHEREOF, the Assignor has caused this Trademark Assignment to be executed and delivered by its duly authorized officer as of the date first set forth above.

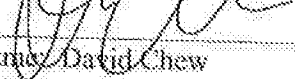
ASSIGNOR:

DARA, INC.
a Massachusetts corporation

By: 
DIANNA L. AZZOLINA, President

ACCEPTED AND
ACKNOWLEDGED BY:

THE STERLING JAMES COMPANY, LLC
a California limited liability company

By: 
Name: David Chew
Title: Member

By: 
Name: Kyle Couillard
Title: Member