

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM478390

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Lolabellas LLC		05/24/2018	Limited Liability Company: WISCONSIN
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:	87093439	MOMMY TO BE	
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:	158728.00002		
NAME OF SUBMITTER:	Laura O'Brien		
SIGNATURE:	/Laura O'Brien/		
DATE SIGNED:	06/18/2018		
Total Attachments: 2			
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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (the “**Assignment**”) is made and entered into as of this 24 day of May 2018, by Lolabellas LLC, (“Lolabellas”) a Wisconsin limited liability company with its principal place of business at 2000 O'Neil Road, Hudson, Wisconsin United States 54016 (“**Assignor**”), and **The 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 "Mommy to Be" (U.S. Serial Number 87/093,439) (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 and Grant-Back License Agreement dated May 24, 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:

LOLABELLAS, LLC
a Wisconsin limited liability company

By: 

Name: Jonathan Waldmann
Title: CFO

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