

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM494950

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Evereve, Inc.		10/09/2018	Corporation: MINNESOTA
RECEIVING PARTY DATA			
Name:	Kendra Scott, LLC		
Street Address:	3800 North Lamar Boulevard, Suite 400		
City:	Austin		
State/Country:	TEXAS		
Postal Code:	78756		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	5175007		
CORRESPONDENCE DATA			
Fax Number:	5123225201		
<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:	5123225200		
Email:	tmcentral@pirkeybarber.com		
Correspondent Name:	Sherri L. Eastley		
Address Line 1:	600 Congress Ave, Suite 2120		
Address Line 4:	Austin, TEXAS 78701		
ATTORNEY DOCKET NUMBER:	KSCT345US		
NAME OF SUBMITTER:	Katrina A. Ripperda		
SIGNATURE:	/kripperda/		
DATE SIGNED:	10/22/2018		
Total Attachments: 2			
source=Assignment of Evereve logo to KS#page1.tif			
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OP \$40.00 5175007

RECORDAL ASSIGNMENT OF THE EVEREVE REGISTRATION

This TRADEMARK ASSIGNMENT AGREEMENT (this "Agreement") is dated as of October 9, 2018, by and between Evereve, Inc. ("Assignor"), a Minnesota corporation with a principal place of business at 6800 France Avenue South, 7th Floor, Edina, Minnesota 55435, and Kendra Scott, LLC ("Assignee"), a Delaware limited liability company with a principal place of business at 3800 North Lamar Boulevard, Suite 400, Austin, Texas 78756.

WHEREAS, Assignor has agreed to sell, convey, grant, assign, transfer, and deliver to Assignee, and Assignee has agreed to acquire all of Assignor's right, title, and interest in and to the Evereve Design, which is the subject of U.S. Reg. No. 5,175,007, together with all goodwill associated therewith (the "Mark");

NOW, THEREFORE, in consideration of the foregoing, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties to this Agreement agree as follows:

Section 1. Assignment. Effective as of the date hereof, Assignor hereby sells, conveys, grants, assigns, transfers, and delivers to Assignee, and Assignee hereby purchases and acquires from Assignor, all of Assignor's right, title and interest in and to the Mark, together with the rights to (a) all income, royalties, damages, and payments related thereto, (b) bring actions, defend against or otherwise recover for past, present, or future infringements, misappropriations, or other violations thereof and (c) apply for, make filings with respect to, and maintain all registrations, renewals, and extensions thereof.

Section 2. Acknowledgement. Assignor acknowledges and agrees that from and after the date hereof, as between the parties, Assignee shall be the exclusive owner of the Mark. Assignor authorizes and requests the Commissioner for Trademarks of the United States Patent and Trademark Office, and the corresponding entities or agencies in any applicable foreign countries, to record Assignee as the assignee and owner of the Mark registered in the corresponding jurisdiction.

Section 3. Cooperation. From time to time, pursuant to Assignee's request, and without further consideration by Assignee, Assignor shall execute, deliver, and acknowledge such other instruments and documents of conveyance and transfer or assumption and shall take such other actions and shall execute and deliver such other documents, certifications, and further assurances as Assignee may reasonably request in order to vest and confirm more effectively in Assignee title to or to put Assignee more fully in legal possession of, or to enable Assignee to use, the Mark including, without limitation, in order to enable Assignee (at Assignee's expense) to record its ownership of the Mark in relevant U.S. and foreign local, state, and national trademark offices.

Section 4. Governing Law. This Agreement and any claim or controversy hereunder shall be governed by and construed in accordance with the laws of the State of Texas.

Section 5. Counterparts. This Agreement may be signed in any number of counterparts (including by means of facsimile or portable document format (.PDF) copies) with the same effect as if the signatures to each counterpart were upon a single instrument, and all such counterparts together shall be deemed an original of this Agreement.

IN WITNESS WHEREOF, the parties hereto have executed and delivered this Agreement as of the date first above written.

Assignor:

EVEREVE, INC.

By: 

Name: Michael Tante

Title: Chairman and co-CEO

Assignee:

KENDRA SCOTT, LLC

By: 

Name: Lon Weingart

Title: COO