

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM498137

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Edward Storm		10/09/2018	INDIVIDUAL:
RECEIVING PARTY DATA			
Name:	Shebd, LLC		
Street Address:	350 Sharon Park Drive		
Internal Address:	B-3		
City:	Menlo Park		
State/Country:	CALIFORNIA		
Postal Code:	94025		
Entity Type:	Limited Liability Company: CALIFORNIA		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Serial Number:	87941697	HEBD	
Serial Number:	87941698	HEBD	
Serial Number:	87941700	HOW DOES SHE DO IT?	
Serial Number:	87941703	HOW DOES SHE DO IT?	
Serial Number:	87941691	SHEBD	
Serial Number:	87941694	SHEBD	
CORRESPONDENCE DATA			
Fax Number:	6508395071		
<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:	6508395070		
Email:	tmdoctc@fr.com		
Correspondent Name:	Lisa Greenwald-Swire		
Address Line 1:	P.O. Box 1022		
Address Line 4:	Minneapolis, MINNESOTA 55402		
NAME OF SUBMITTER:	Lisa Greenwald-Swire		
SIGNATURE:	/LGS/		
DATE SIGNED:	11/14/2018		

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Total Attachments: 3

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ASSIGNMENT

THIS ASSIGNMENT is effective as of the 9th day of October 2018, between Edward D. Storm, an individual, having an address at 10121 Miller Avenue, Suite 200, Cupertino, CA 95014 (“Assignor”) and SHEbd, LLC, a corporation organized and existing under the laws of California, having a place of business at 350 Sharon Park Drive, B-3, Menlo Park, CA 94025 (“Assignee”).

WHEREAS, ASSIGNOR has adopted and intends to use in its business the trademarks set out in Schedule A hereto (“Marks”); and

WHEREAS, ASSIGNOR is transferring to ASSIGNEE certain assets whereby ASSIGNEE is acquiring from ASSIGNOR, and thereby becoming the successor to, the portion of ASSIGNOR’s business to which the Marks pertains, which business is ongoing and existing; and

WHEREAS, ASSIGNEE is desirous of acquiring the Marks and the registrations issuing from these applications, and the goodwill of the business associated therewith; and

WHEREAS, in light of the foregoing, the parties acknowledge that this Assignment is intended to effectuate an assignment to ASSIGNEE of all rights in and to the Marks and the registrations to issue from the applications, and the goodwill of the business associated therewith.

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which is hereby acknowledged, ASSIGNOR does hereby sell, assign, and transfer unto ASSIGNEE, its successors and assigns, all rights, title and interest in and to the Mark together with the goodwill of the business symbolized thereby, and ASSIGNOR further sells, assigns, and transfers unto ASSIGNEE, its successors and assigns, its entire

right, title and interest in and to any and all causes of action and rights of recovery for past infringement of the Marks.

ASSIGNOR covenants that it or its representatives will, upon the request and at the expense of ASSIGNEE, do all other lawful acts necessary to enable ASSIGNEE to obtain, maintain, and enforce full benefits from the rights and interests herein assigned.

This assignment shall be binding upon the successors and assigns of ASSIGNOR and shall inure to the benefit of the successors and assigns of ASSIGNEE.

ASSIGNOR, EDWARD STORM

By: 

Name: Edward D. Storm
Title: Individual

ASSIGNEE, SHEbd, LLC

By: 

Name: KARA HARRISON
Title: MANAGER

SCHEDULE A

Trademark	Country	Application No.	Registration No.	Filing Date	Registration Date	Classes
HEBD	USA	87/941,697	-	5/30/2018	-	3
HEBD	USA	87/941,698	-	5/30/2018	-	5
HOW DOES SHE DO IT?	USA	87/941,700	-	5/30/2018	-	3
HOW DOES SHE DO IT?	USA	87/941,703	-	5/30/2018	-	5
SHEBD	USA	87/941,691	-	5/30/2018	-	3
SHEBD	USA	87/941,694	-	5/30/2018	-	5