

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM493351

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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 |
| 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: | 650-839-50 | | |
| <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: | 650-839-5070 | | |
| Email: | tmdoctc@fr.com | | |
| Correspondent Name: | Fish & Richardson P.C. | | |
| Address Line 1: | P.O. BOX 1022 | | |
| Address Line 4: | MINNEAPOLIS, MINNESOTA 55440-1022 | | |
| NAME OF SUBMITTER: | Lisa Greenwald-Swire | | |
| SIGNATURE: | /Lisa Greewald-Swire/ | | |
| DATE SIGNED: | 10/10/2018 | | |

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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 |