

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM506521

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Secret Charm LLC		12/12/2018	Limited Liability Company: CALIFORNIA
RECEIVING PARTY DATA			
Name:	KIND Management Inc.		
Street Address:	P.O. Box 705, Midtown Station		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10018		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	5628217	KIND IS COOL	
CORRESPONDENCE DATA			
Fax Number:	3124643111		
<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:	312-464-3100		
Email:	chicagopto@loeb.com		
Correspondent Name:	Robert H. Newman c/o Loeb & Loeb LLP		
Address Line 1:	321 N. Clark Street, Suite 2300		
Address Line 4:	Chicago, ILLINOIS 60654		
NAME OF SUBMITTER:	Robert H. Newman		
SIGNATURE:	/Robert H. Newman/		
DATE SIGNED:	01/18/2019		
Total Attachments: 2			
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OP \$40.00 5628217

TRADEMARK ASSIGNMENT

WHEREAS, **Secret Charm LLC**, a California limited liability company with a principal address of 1437 East 20th Street, Los Angeles California 90011 (hereinafter "ASSIGNOR"), is the owner of the trademark KIND IS COOL, including but not limited to all common law rights and goodwill therein, and record owner of the United States Registration No. 5,628,217 identified in the SCHEDULE annexed hereto and made a part hereof, (hereinafter the "TRADEMARK"); and

WHEREAS, KIND Management Inc., a Delaware company with a principal address of P.O. Box 705, Midtown Station, New York, NY 10018 (hereinafter "ASSIGNEE"), is desirous of acquiring all of the right, title and interest of ASSIGNOR in, to and under the TRADEMARK, together with the goodwill of the business associated with the TRADEMARK; and

NOW THEREFORE, in consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration, the sufficiency and receipt of which is hereby acknowledged, ASSIGNOR hereby transfers and assigns to ASSIGNEE it successors and assigns, all of ASSIGNOR'S right, title in and to the TRADEMARK along with the goodwill of the business symbolized by or associated with the TRADEMARK; and

ASSIGNOR does hereby sell, assign, transfer and set over unto ASSIGNEE, its successors, legal representatives and assigns all claims for damages by reason of past infringement of the TRADEMARK, the right to sue for and collect the same for its own use and enjoyment and for the use and enjoyment of its successors, assigns and other legal representatives.

ASSIGNOR shall take such actions and shall execute and deliver all such further instruments, documents or other writings, and perform any other reasonable acts that ASSIGNEE may request, that may be necessary or appropriate to carry out and effectuate the provisions of this Assignment.

IN WITNESS WHEREOF, this instrument has been executed this 12 day of December 2018. .

SECRET CHARM LLC

By: 

Title: President

SCHEDULE

Trademark	Registration Number	Goods
KIND IS COOL	5,628,217	Class 25: Bottoms; Dresses; Footwear; Headwear; Jackets; Jeans; Pants; Scarves; Shirts; Sweaters; T-shirts; Tops," in Class 25