

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM508211

|   |  |                       |                           |
|---|--|-----------------------|---------------------------|
| <b>SUBMISSION TYPE:</b>   | NEW ASSIGNMENT                                     |                       |                           |
| <b>NATURE OF CONVEYANCE:</b>  | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL |                       |                           |
| <b>CONVEYING PARTY DATA</b>   |  |                       |                           |
| <b>Name</b>   | <b>Formerly</b>                                    | <b>Execution Date</b> | <b>Entity Type</b>        |
| Nicholas J Lee  |  | 01/16/2019            | INDIVIDUAL: UNITED STATES |
| <b>RECEIVING PARTY DATA</b>   |  |                       |                           |
| <b>Name:</b>  | Retail Royalty Company                             |                       |                           |
| <b>Street Address:</b>  | 101 Convention Center Drive                        |                       |                           |
| <b>City:</b>  | Las Vegas  |                       |                           |
| <b>State/Country:</b>   | NEVADA   |                       |                           |
| <b>Postal Code:</b>   | 89109  |                       |                           |
| <b>Entity Type:</b>   | Corporation: NEVADA                                |                       |                           |
| <b>PROPERTY NUMBERS Total: 2</b>  |  |                       |                           |
| <b>Property Type</b>  | <b>Number</b>                                      | <b>Word Mark</b>      |                           |
| <b>Registration Number:</b>   | 5443008  | LIVE YOUR LOVE        |                           |
| <b>Serial Number:</b>   | 87898367   | LIVE YOUR LOVE        |                           |
| <b>CORRESPONDENCE DATA</b>  |  |                       |                           |
| <b>Fax Number:</b>  | 5132416234   |                       |                           |
| <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> |  |                       |                           |
| <b>Phone:</b>   | 5132412324   |                       |                           |
| <b>Email:</b>   | tremaklus@whe-law.com                              |                       |                           |
| <b>Correspondent Name:</b>  | Theodore R. Remaklus                               |                       |                           |
| <b>Address Line 1:</b>  | 441 Vine Street                                    |                       |                           |
| <b>Address Line 2:</b>  | 2700 Carew Tower                                   |                       |                           |
| <b>Address Line 4:</b>  | Cincinnati, OHIO 45202                             |                       |                           |
| <b>NAME OF SUBMITTER:</b>   | Theodore R. Remaklus                               |                       |                           |
| <b>SIGNATURE:</b>   | /theodore r remaklus/                              |                       |                           |
| <b>DATE SIGNED:</b>   | 02/01/2019   |                       |                           |
| <b>Total Attachments: 1</b>   |  |                       |                           |
| source=Assignment (lee to retail royalty)#page1.tif   |  |                       |                           |

OP \$65.00 5443008

**TRADEMARK ASSIGNMENT**

Nicholas J Lee ("Lee"), an individual, residing at 270 311 N Robertson Blvd., Beverly Hills, California, is the owner of the trademark LIVE YOUR LOVE (the "Trademark"), a registration for the Trademark with the United States Patent and Trademark Office (the "USPTO"), which registration has been assigned Registration No. 5,443,008 (the "Registration"), and a pending application for the Trademark with the USPTO, which application has been assigned Serial No. 87/898,367 (the "Application").

Lee is assigning the Trademark, the Registration, and Application as part of the entire business or portion thereof to which the Trademark pertains.

Retail Royalty Company, a Nevada corporation, with a principal place of business at 101 Convention Center Drive, Las Vegas, Nevada, the successor of the ongoing and existing business of Lee to which the Trademark, the Registration, and Application pertain, is desirous of acquiring the Trademark, the Registration, and the Application.

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Lee does hereby sell and assign to Retail Royalty Company, all right, title and interest in and to the Trademark, the Registration, and the Application, together with the goodwill of the business symbolized by the Trademark, the Registration, and the Application and with the right to recover and have damages and profits for past infringement, if any.

**NICHOLAS J LEE**

**RETAIL ROYALTY COMPANY**

Signature: Nicholas J Lee  
Date: 1-16-2019

Signature: Alexander Walsh  
Print Name: Alexander Walsh  
Title: Authorized Signatory