

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM514198

<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>
Sean Brennan		02/28/2019	INDIVIDUAL: UNITED STATES
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Play Dough LLC		
<b>Street Address:</b>	c/o Jaahred Thomas, 14 Salem Drive		
<b>City:</b>	Scarsdale		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10583		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4899012	TRUE YORKER	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2122453009		
<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>	2125416222		
<b>Email:</b>	Trademark@kanekessler.com		
<b>Correspondent Name:</b>	Kane Kessler, P.C.		
<b>Address Line 1:</b>	666 3rd Avenue		
<b>Address Line 4:</b>	New York, NEW YORK 10017		
<b>NAME OF SUBMITTER:</b>	Linda M. Dougherty		
<b>SIGNATURE:</b>	/Linda M. Dougherty/		
<b>DATE SIGNED:</b>	03/14/2019		
<b>Total Attachments: 1</b>			
source=Sean Brennan to Play Dough#page1.tif			

OP \$40.00 4899012

TRADEMARK ASSIGNMENT

This Trademark Assignment is entered into effective as of February 28, 2019 by Sean Brennan, an individual having an address of 247 East Broadway, Apt. 3, New York, NY 10002 ("Assignor"), in favor of Play Dough LLC, a Delaware limited liability company having an address of c/o Jaahred Thomas, 14 Salem Drive, Scarsdale, NY 10583 ("Assignee").

WHEREAS, Assignor is the owner of all right, title and interest in and to the trademark set forth on Schedule A below and the common law rights related thereto (the "Trademark"), the goodwill appurtenant to the Trademark, and the registration for the Trademark that was issued by the United States Patent and Trademark Office and indicated on Schedule A; and

WHEREAS, Assignor desires to assign, and Assignee desires to acquire, all right title and interest owned by Assignor in and to the Trademark, the registration thereof, applications therefor and the goodwill associated therewith.

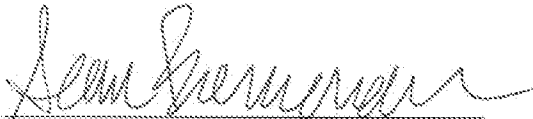
NOW, THEREFORE, in consideration of \$10.00 and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby distributes, sells, transfers, assigns and otherwise conveys unto Assignee, its successors and assigns all of its right, title and interest in and to the Trademark, including priority filing rights, together with the goodwill connected with the use of and symbolized by the Trademark and all applications and registrations related thereto, and all rights to proceeds of the foregoing, including without limitation any rights of action by Assignor, and the right to take proceedings and to seek and recover damages and all other available remedies against third parties for past, present or future infringement of the Trademark. Assignor also transfers and assigns the ongoing and existing businesses associated with the Trademark and the goods and services related thereto.

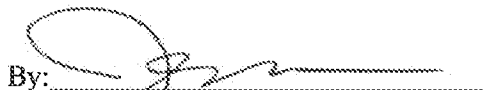
IN WITNESS WHEREOF, the parties have hereunto executed this instrument this 28<sup>th</sup> day of February, 2019.

Assignor:

Assignee:

PLAY DOUGH LLC



By: 

Sean Brennan  
Date: February 28, 2019

Name: Jaahred Thomas  
Title: Manager  
Date: February 28, 2019

Schedule A

Mark	U.S. Reg. No.	U.S. Reg. Date	Class, Goods
TRUE YORKER	4899012	Feb. 9, 2016	Class 25: Hats; Pants; Shirts; Sweatshirts. FIRST USE: 20130801. FIRST USE IN COMMERCE: 20141201