

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM520673

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Violet Fog International Limited		04/22/2019	Limited Liability Company: IRELAND
RECEIVING PARTY DATA			
Name:	Violet Fog International, LLC		
Street Address:	81 Greene Street, 2nd Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10012		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	87422007		
CORRESPONDENCE DATA			
Fax Number:	4072445690		
<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:	407-843-8880		
Email:	ipteam@gray-robinson.com		
Correspondent Name:	Thomas C. McThenia, Jr./GrayRobinson PA		
Address Line 1:	301 East Pine Street, Suite 1400		
Address Line 4:	Orlando, FLORIDA 32801		
ATTORNEY DOCKET NUMBER:	120706-1		
NAME OF SUBMITTER:	Thomas C. McThenia, Jr.		
SIGNATURE:	/thomas c mthenia jr/		
DATE SIGNED:	04/25/2019		
Total Attachments: 3			
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TRADEMARK ASSIGNMENT

This Trademark Assignment (this "**Assignment**"), is made and agreed to as of this 22nd day of April, 2019, by and between Violet Fog International Limited, a limited liability company formed in the Republic of Ireland, having a principal place of business of 12 Merrion Square, Dublin 2, Republic of Ireland, ("**Assignor**") and Violet Fog International LLC, a Delaware limited liability company having a principal place of business at 81 Greene Street, 2nd Floor, New York, New York, 10012 ("**Assignee**").

WHEREAS, Assignor is the Owner of the certain trademarks, including a pending trademark application in the United States Patent and Trademark Office identified in Appendix 1 ("**Trademark**"), attached to and incorporated by reference into this Assignment, and the related trademark rights and goodwill;

WHEREAS, Assignee is desirous of acquiring the ownership of the Trademark including any goodwill associated with the Trademark; and

WHEREAS, Assignor desires to assign its rights in the Trademark, including any goodwill, to Assignee.

NOW, THEREFORE, for good and valuable consideration (in the amount of ten (\$10.00) dollars), the receipt and sufficiency of which is hereby acknowledged, Assignor and Assignee agree as follows:

1. **Assignment of Trademarks.** Assignor does hereby sell, transfer, assign and deliver unto Assignee, all right, title and interest in and to the Trademark and the goodwill of the Trademark in the business connected with and symbolized by the Trademark and trademark application including the right to bring any and all claims for infringement of the Trademark which claims arose, or are in any way based on acts that occurred, prior to the date of this Assignment and all rights to damages or profits, due or accrued, arising out of infringement of such Trademark or injury to said goodwill occurring after the date hereof and the right to sue for and receive the same in the Assignee's own name.
2. **Effectuate Transfer.** Assignor agrees to reasonably cooperate with Assignee and to follow Assignee's reasonable instructions and to take all actions and to do all things necessary and proper in order to effectuate the transfer of the Trademark including but not limited to, recording of said assignment in a timely manner with the United States Patent and Trademark Office.

3. **Authorization.** Assignor hereby authorizes and requests the Commissioner of Patents and Trademarks, and the corresponding entity or agency in any applicable foreign country, to record Assignee as assignee and owner of the entire right, title and interest in and to the Trademark.
4. **Governing Law.** This Assignment will be construed in accordance with and governed by the laws of the state of Delaware, without giving effect to the conflict of law principles.
5. **Severability.** In the event that any provision of this Assignment is held to be unenforceable under applicable law, this Assignment will continue in full force and effect without such provision and will be enforceable in accordance with its terms.

IN WITNESS WHEREOF, this Assignment has been executed on behalf of Assignor by its duly authorized officer on the date first written above.

"Assignor"

Violet Fog International Limited


By: _____

Name: _____

Title: _____

CEO

APPENDIX 1

Trademark	Status	Serial Number	Filing Date	International Class
 <p>Crown and Eye Logo</p>	Pending	87422007	April 24, 2017	33-Gin