

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM532422

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
StoreBound LLC		07/17/2019	Limited Liability Company: NEW YORK
RECEIVING PARTY DATA			
Name:	Dash Holdings Group LLC		
Street Address:	15 Broad Street, #3900		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10005		
Entity Type:	Limited Liability Company: NEW YORK		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	5640274	DASH	
Registration Number:	5509519	SOBRO	
Registration Number:	5748756	DASH	
CORRESPONDENCE DATA			
Fax Number:	2157359305		
<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:	2157359302		
Email:	trademarks@thebellesgroup.com		
Correspondent Name:	Lisa Peller London		
Address Line 1:	337 S. 18th Street		
Address Line 2:	Belles Katz, LLC		
Address Line 4:	Philadelphia, PENNSYLVANIA 19103		
ATTORNEY DOCKET NUMBER:	STO-TM-GEN		
NAME OF SUBMITTER:	Lisa Peller London		
SIGNATURE:	/lisapellerlondon/		
DATE SIGNED:	07/18/2019		
Total Attachments: 1			
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OP \$90.00 5640274

TRADEMARK ASSIGNMENT AGREEMENT

This ASSIGNMENT, dated as of the signature date below, is from StoreBound LLC, a New York limited liability company with an address at 50 Broad Street, Suite 1920, New York, New York 10004 ("Assignor"), to Dash Holdings Group LLC, a New York limited liability company with an address at 15 Broad Street #3900, New York, New York 10005 ("Assignee").

WHEREAS, Assignor owns all right, interest and title to the marks DASH, DASH & Design, and SOBRO, including the goodwill of the business symbolized by these trademarks, and all trademark applications and registrations for the marks in the U.S. and elsewhere, including: DASH, U.S. Registration No. 5640274; DASH & Design, U.S. Serial No. 87947725; SOBRO, U.S. Registration No. 5509519; and SOBRO, International Reg. No. 1422809 and all related extensions of protection ("the Trademarks");


NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged;

Assignor hereby conveys, assigns, transfers and delivers to Assignee, its successors and assigns, to have and to hold the same for use and enjoyment of Assignee and its successors assigns, the entire right, title and interest in and to the Trademarks and all the goodwill associated therewith, together with any U.S. and foreign registrations or applications therefore; along with the right to recover for damages and profits for past and future infringements thereof, the Trademarks to be held and enjoyed by Assignee for its own use and behalf and for the use and behalf of its successors assigns and appropriate parties as fully and entirely as the same would have been held and enjoyed by Assignor had this Assignment not been made.

IN WITNESS WHEREOF, the undersigned has caused this Assignment to be duly executed as of the date first written above.

STOREBOUND LLC

Date: July 17th, 2019

By: 

Evan Dash
President