

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM534266

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Maui Girl & Co., Inc.		10/19/2018	Corporation: HAWAII
RECEIVING PARTY DATA			
Name:	Maui Girl Venture LLC		
Street Address:	150 N. Michigan Avenue		
Internal Address:	Suite 2800		
City:	Chicago		
State/Country:	ILLINOIS		
Postal Code:	60601		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	4326254	MAUI GIRL	
Registration Number:	3412583	MAUI GIRL	
Registration Number:	2487933	MAUI GIRL	
Registration Number:	2632037	MAUI GIRL	
CORRESPONDENCE DATA			
Fax Number:	3123451778		
<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:	3123451718		
Email:	USDocket@lewisbrisbois.com		
Correspondent Name:	Jill Anderfuren		
Address Line 1:	550 West Adams Street		
Address Line 2:	Suite 300		
Address Line 4:	Chicago, ILLINOIS 60661		
NAME OF SUBMITTER:	Jill Anderfuren		
SIGNATURE:	/ja/		
DATE SIGNED:	07/30/2019		
Total Attachments: 2			

OP \$115.00 4326254

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TRADEMARK ASSIGNMENT

THIS ASSIGNMENT is entered between Maui Girl & Co., Inc., a Hawaii corporation, of 12 Baldwin Avenue, Paia, Hawaii 96779 ("Assignor"), and Maui Girl Venture LLC, a Delaware limited liability company ("Assignee").

WHEREAS, ASSIGNOR is the owner of all right, title and interest in and to the trademarks and registrations listed on the attached SCHEDULE, including the goodwill of the business symbolized thereby, and any corresponding registrations issued in the United States Patent and Trademark Office (the "Trademarks"); and

WHEREAS, ASSIGNOR desires to acquire and wishes to assign to ASSIGNEE any and all rights in and to the Trademarks and the goodwill appurtenant thereto;

NOW, THEREFORE:

In consideration of and in exchange for the sum of Ten Dollars (\$10.00), and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby assigns to ASSIGNEE all of its right, title and interest in and to the Trademarks, together with the goodwill of the business symbolized thereby, the right to sue for past infringement and the right to prosecute and maintain trademarks, and the corresponding Trademark registrations listed on the attached SCHEDULE.

Maui Girl & Co., Inc.,

By: 

Deborah Wilson
President

Date: October 19, 2018

MAUI GIRL & CO., INC. TRADEMARK SCHEDULE

US:

Mark: MAUI GIRL

US Reg. No. 4,326,254

Class 25: Clothing, namely, bathing suits, shorts, pants, dresses, shirts, sweat shirts and tee shirts, beachwear, tank tops, sarongs

Mark: MAUI GIRL

US Reg. No. 3,412,583

Class 03: After sun lotion, cosmetics, and essential oils for personal use



Mark:

US Reg. No. 2,487,933

Class 03: Sun tanning lotions

Mark: MAUI GIRL

US Reg. No. 2,632,037

Class 03: Sun tanning lotions