

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM533804

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
I.C. SUPERMARKETS, INC.		05/30/2019	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	SYLLABLE STUDIO, LLC		
Street Address:	6 St. Johns Lane		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10013		
Entity Type:	Corporation-D.C. Limited liability company Delaware		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4529753	BLOOM	
CORRESPONDENCE DATA			
Fax Number:			
<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:	6509888500		
Email:	trademarks@fenwick.com		
Correspondent Name:	Connie Ellerbach		
Address Line 1:	801 California Street		
Address Line 4:	Mountain View, CALIFORNIA 94041		
NAME OF SUBMITTER:	Connie Ellerbach		
SIGNATURE:	/cle1087/		
DATE SIGNED:	07/26/2019		
Total Attachments: 1			
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TRADEMARK ASSIGNMENT

This Trademark Assignment is effective as of May 30, 2019 (the "Effective Date"), by and between I.C. SUPERMARKETS, INC., a Delaware corporation, located at 101 Kappa Drive, Pittsburgh PA 15238 (hereinafter referred to as the "ASSIGNOR") and Syllable Studio, LLC, a Delaware corporation, located at 6 St. Johns Ln, New York, NY 10013 (hereinafter referred to as the "ASSIGNEE").

WHEREAS, ASSIGNOR is the owner of the federal trademark registration BLOOM, Registration No. 4529753, and hereby sells, assigns and transfers all of its rights, title and interest in the trademark as of the date set forth above.

WHEREAS, ASSIGNEE, is desirous of acquiring said trademark, and any and all applications and registrations thereof.

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, ASSIGNOR does hereby assign and transfer unto ASSIGNEE, its successors, assigns and legal representatives, all right, including common law rights, causes of action, the right to recover for past infringement, all tangible assets and interest to said trademark together with the goodwill of the business symbolized by said trademark, and that portion of the business which is ongoing and existing to which the trademarks pertain.

I.C. SUPERMARKETS, INC.

Syllable Studio, LLC

By: 

By: 

Name: Lora E. Dikun

Name: Tushar Adya

Title: Vice President

Title: CO-FOUNDER & CEO

Date: 05/14/2019

Date: 05/30/19