

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM535036

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	01/24/2019		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Belabumbum LLC		07/31/2019	Limited Liability Company:
RECEIVING PARTY DATA			
Name:	AdoreMe, Inc.		
Street Address:	16 E. 34th Street, 14th Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10016		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3419358	BELABUMBUM	
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:	(954)534-9419		
Email:	LNKTM@outlook.com		
Correspondent Name:	Lisa N. Kaufman		
Address Line 1:	5378 Coppedge Ave.		
Address Line 4:	Jacksonville, FLORIDA 32277		
NAME OF SUBMITTER:	Lisa N. Kaufman		
SIGNATURE:	/lnk/		
DATE SIGNED:	08/02/2019		
Total Attachments: 2			
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Nunc Pro Tunc Trademark and Trade Name Assignment

WHEREAS, Belabumbum LLC, (hereinafter “ASSIGNOR”), a limited liability company organized under the laws of the state of Delaware, having its principal place of business at 2234 Distribution Circle, Silver Spring, Maryland 20910, was the owner of the following trademark:



Belabumbum

which is the subject of U.S. Trademark Registration Number 3,419,358 registered on April 29, 2008 in International Class 25, as well as the word mark **BELABUMBUM**, (hereinafter collectively “the Marks”), and the trade name BELABUMBUM (hereinafter the “Trade Name”);

WHEREAS, AdoreMe, Inc., (hereinafter “ASSIGNEE”), a corporation organized under the laws of the state of Delaware, having its principal place of business at 16 E 34th Street, 14th Floor, New York, New York 10016 did purchase ASSIGNOR together with all of its assets including the Marks, the U.S. trademark registration therefor, and the Trade Name, on January 24, 2019;

WHEREAS, the parties wish to confirm and ratify ownership of the Marks, the U.S. trademark registration therefor, and the Trade Name in ASSIGNEE.;

NOW, THEREFORE, ASSIGNOR, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, does hereby confirm and ratify said assignment *nunc pro tunc* as of January 24, 2019 to ASSIGNEE. of all right, title and interest in and to the Marks, the trademark registration therefor, and

the Trade Name, together with the goodwill of the business symbolized thereby. As of January 24, 2019, ASSIGNEE assumed all rights, obligations, liabilities, and responsibilities of ASSIGNOR with respect to the aforesaid Marks and Trade Name including but not limited to any and all prior causes of action or rights to sue for past infringements which may have accrued prior to January 24, 2019.

IN WITNESS WHEREOF, the undersigned ASSIGNOR has hereunto set its hand and seal this 31st day of ~~June~~^{July}, 2019.

Belabumbum LLC, ASSIGNOR

By: Heidi Rauch
Name: Heidi Rauch
Title: CEO

Acknowledged and Accepted by:

AdoreMe, Inc., ASSIGNEE

By: Charlotte Morgan
Name: Charlotte Morgan
Title: General Counsel