

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM540492

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Popular Culture, LLC		09/11/2019	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	SKIMS BODY, INC.		
Street Address:	3578 Hayden Avenue, Ste N-1		
City:	Culver City		
State/Country:	CALIFORNIA		
Postal Code:	90232		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Serial Number:	88515219	SKIMS	
Serial Number:	88515249	SKIMS SOLUTIONS	
Serial Number:	88515278	SKIMS SOLUTIONWEAR	
Serial Number:	88530317	SKIMS BODY	
CORRESPONDENCE DATA			
Fax Number:	2165796073		
<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:	2165791700		
Email:	ascheidler@pearne.com		
Correspondent Name:	Pearne & Gordon LLP		
Address Line 1:	1801 East 9th Street		
Address Line 2:	Suite 1200		
Address Line 4:	Cleveland, OHIO 44114		
NAME OF SUBMITTER:	Steven J. Solomon		
SIGNATURE:	/stevenjsolomon/		
DATE SIGNED:	09/12/2019		
Total Attachments: 1			
source=SKIMS-Exec-Assignment#page1.tif			

CH \$115.00 88515219

ASSIGNMENT OF TRADEMARK AND RIGHTS

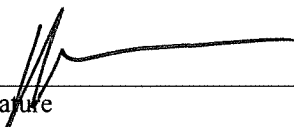
For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Popular Culture, LLC, a limited liability company organized under the laws of Delaware, having an address at 3578 Hayden Avenue, Suite N1, Culver City, California, United States (hereafter "Assignor") hereby sells, assigns and transfers to SKIMS BODY, INC., a corporation organized under the laws of Delaware, having an address at 3578 Hayden Avenue, Suite N1, Culver City, California, United States, its successors and assigns (collectively hereafter "Assignee"), all of Assignor's right, title and interest in the United States and throughout the world in and to the following United States Trademark Applications:

Ser. No. 88/515,219 for SKIMS;
Ser. No. 88/515,249 for SKIMS SOLUTIONS;
Ser. No. 88/515,278 for SKIMS SOLUTIONWEAR; and
Ser. No. 88/530,317 for SKIMS BODY;

together with all of Assignor's interest in the marks to which said applications pertain (the "Marks"), Assignor's common law rights in the Marks, that portion of the business to which the Marks pertain, and all goodwill of the business associated with the Marks, and the right to sue for past infringement of the Marks.


Assignor further covenants and agrees, for itself and for its successors and assigns, that at Assignee's request Assignor will execute and deliver all applications, declarations, assignment documents and other instruments as may be necessary or advisable to secure for or vest in Assignee, its successors or assigns, all right, title and interest in and to any application for registration, certificate of registration, trademark right or other right or property covered by this Assignment.

Popular Culture, LLC

	9/11/19
Signature	Date
JENS GREDE	CEO & Chairman
Printed Name	Title

ACCEPTED BY:

SKIMS BODY, INC.

	9/11/19
Signature	Date
Jennifer Arrache	CEO
Printed Name	Title