

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM550258

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Olivia Lerner		11/19/2019	INDIVIDUAL:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Bodega Rose, Inc.		
<b>Street Address:</b>	333 East 30th Street		
<b>Internal Address:</b>	#1M		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10016		
<b>Entity Type:</b>	Corporation: NEW YORK		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	87850104	BODEGA ROSE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>			
<b>Phone:</b>	312-523-2164		
<b>Email:</b>	kevin.keener@keenerlegal.com		
<b>Correspondent Name:</b>	Kevin Keener		
<b>Address Line 1:</b>	161 North Clark St		
<b>Address Line 2:</b>	Suite 1600		
<b>Address Line 4:</b>	Chicago, ILLINOIS 60601		
<b>NAME OF SUBMITTER:</b>	Kevin Keener		
<b>SIGNATURE:</b>	/kevinkeener/		
<b>DATE SIGNED:</b>	11/20/2019		
<b>Total Attachments: 2</b>			
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source=trademark assignment agreement#page2.tif			

OP \$40.00 87850104

## TRADEMARK ASSIGNMENT AGREEMENT

This trademark assignment agreement (“Assignment”) is entered into as of November 19, 2019 between Olivia Lerner, and individual (“Assignor”) and Bodega Rose, Inc., a New York Corporation with a principal place of business located at 333 East 30th Street #1M, New York, NY 10016 (“Assignee”).

Whereas, Assignor is the owner of the entire right, title, and interest in and to the following mark:

**BODEGA ROSE**- U.S. Application Serial Number 87850104



for “Planters for flowers and plants; Water bottles sold empty; Hats; Pants; Sweatpants; Sweatshirts; T-shirts; Landscape design.” (hereafter “Mark”).

Whereas, Assignor wishes to assign the entire rights, title, and interest in and to the Mark and the goodwill associated therewith to Assignee, and Assignee desires to accept the Mark and goodwill associated therewith.

Now, therefore, in consideration of good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties hereby agree as follows:

1. Assignor hereby transfers and assigns to Assignee its entire right, title, and interest in and to the Mark, together with the goodwill associated therewith, including without limitation, all rights of action accrued, accruing, and to accrue under and by virtue hereof, including the right to sue or otherwise recover for past infringement and receive all damages, payments, costs, and fees associated therewith, and all registrations and applications for the Mark.
2. This Agreement shall inure to the benefit of, and be binding upon the parties, their successors and assigns.

### Signatures

Olivia Lerner

A handwritten signature in cursive script, appearing to read "Olivia Lerner", written over a horizontal line.

(signature)

Olivia Lerner

(print)

Bodega Rose, Inc.

A handwritten signature in cursive script, appearing to read "Olivia Lerner", written over a horizontal line.

(signature)

Olivia Lerner

(print)

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(title)

President, Bodega Rose

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(title)