

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM554632

<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>
Hyla, Inc.		06/28/2019	Corporation: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Lorica, LLC		
<b>Street Address:</b>	8600 W. Bryn Mawr Ave., Ste. 440N		
<b>City:</b>	Chicago		
<b>State/Country:</b>	ILLINOIS		
<b>Postal Code:</b>	60631		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 16</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	88171381		
<b>Serial Number:</b>	88171420		
<b>Serial Number:</b>	88171431		
<b>Serial Number:</b>	88171510	LORI	
<b>Serial Number:</b>	88171523	LORI	
<b>Serial Number:</b>	88171534	LORI	
<b>Serial Number:</b>	88171446	LORI	
<b>Serial Number:</b>	88171460	LORI	
<b>Serial Number:</b>	88171479	LORI	
<b>Serial Number:</b>	88510190	LORI	
<b>Serial Number:</b>	88510214	LORI	
<b>Serial Number:</b>	88510168		
<b>Serial Number:</b>	88510303	LORI SMART(ER) PHONE PROTECTION	
<b>Serial Number:</b>	88510335	LORI SMART(ER) PHONE PROTECTION	
<b>Serial Number:</b>	88510371	LORI SMART(ER) PHONE PROTECTION	
<b>Serial Number:</b>	88510381	LORI SMART(ER) PHONE PROTECTION	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2146154151		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent</i>			
<b>TRADEMARK</b>			

OP \$415.00 88171381

*using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.*

**Phone:** 2146154147  
**Email:** cboyd@musgrovelaw.com  
**Correspondent Name:** Cami Boyd  
**Address Line 1:** 10000 N. Central Expwy, Suite 1000  
**Address Line 4:** Dallas, TEXAS 75231

<b>NAME OF SUBMITTER:</b>	Cami Boyd
<b>SIGNATURE:</b>	/Cami Boyd/
<b>DATE SIGNED:</b>	12/23/2019

**Total Attachments: 2**

source=SIGNED\_LORI TRADEMARK ASSIGNMENTS#page1.tif

source=SIGNED\_LORI TRADEMARK ASSIGNMENTS#page2.tif

**TRADEMARK ASSIGNMENT**

On this 28th day of June, 2019, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Hyla, Inc., a Delaware corporation, having a principal place of business address of Park West 1 & 2, 1507 LBJ Fwy, Ste. 500, Farmers Branch, Texas 75234, does hereby assign and transfer to Lorica, LLC, a Delaware Limited Liability Company, having a business address of 8600 W. Bryn Mawr Ave., Ste. 440N, Chicago, Illinois 60631, the entire right, title and interest in and to the trademarks listed on the attached Exhibit "A" (which Exhibit "A" is incorporated by reference herein), together with the goodwill of the business symbolized by the trademarks.

**HYLA, INC.**

By: DocuSigned by:  
*Biju Nair*  
AC5CCCE555D58423  
(Signature)  
Biju Nair  
Name: \_\_\_\_\_  
(Printed Name)  
Its: President and CEO  
(Title)

**LORICA, LLC**

By: DocuSigned by:  
*Biju Nair*  
AC5CCCE555D58423  
(Signature)  
Biju Nair  
Name: \_\_\_\_\_  
(Printed Name)  
Its: President and CEO  
(Title)

**EXHIBIT "A"**

1. LORI (Standard Character Mark) and all rights, title and interests, together with all goodwill associated with the mark, including but not limited to U.S. Trademark Applications Serial Nos. 88171479, 88171460, and 88171446.



2. LORI & Design Mark, and all rights, title and interests, together with all goodwill associated with the mark, including but not limited to U.S. Trademark Applications Serial Nos. 88171534, 88171523, and 88171510.

3. STACKED DIAMOND LOGO Mark, and all rights, title and interests, together with all goodwill associated with the mark, including but not limited to U.S. Trademark Applications Serial Nos. 88171431, 88171420 and 88171446.

4. HELLO LORI Mark, and all rights, title and interests, together with all goodwill associated with the mark.

5. HELLOLORI Mark, and all rights, title and interests, together with all goodwill associated with the mark.

6. SMART(ER) PHONE PROTECTION Mark, and all rights, title and interests, together with all goodwill associated with the mark.