

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM558036

<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>
El Bebe Productions Limited		01/06/2020	Corporation: UNITED KINGDOM
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Moonbug Entertainment Limited		
<b>Street Address:</b>	10 Parkway, 1st Floor		
<b>City:</b>	London		
<b>State/Country:</b>	UNITED KINGDOM		
<b>Postal Code:</b>	NW1 7AA		
<b>Entity Type:</b>	private limited company: UNITED KINGDOM		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	5766658	LBB JUNIOR	
<b>Registration Number:</b>	5253532		
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2122925391		
<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>	2122925390		
<b>Email:</b>	mail@ipcounselors.com		
<b>Correspondent Name:</b>	William C. Wright		
<b>Address Line 1:</b>	60 E 42nd Street, Suite 2520		
<b>Address Line 4:</b>	New York, NEW YORK 10165		
<b>DOMESTIC REPRESENTATIVE</b>			
<b>Name:</b>	William C, Wright		
<b>Address Line 1:</b>	60 East 42nd Street, Suite 2520		
<b>Address Line 2:</b>	EPSTEIN DRANGEL		
<b>Address Line 4:</b>	NEW YORK, NEW YORK 10165		
<b>NAME OF SUBMITTER:</b>	William C. Wright		
<b>SIGNATURE:</b>	/William C. Wright/		
<b>DATE SIGNED:</b>	01/17/2020		



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**Total Attachments: 1**

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**USA TRADEMARK DEED OF ASSIGNMENT**

This Trademark Deed of Assignment, effective as of 6/01/2020 (hereinafter, "Effective Date") is between El Bebe Productions Limited, a private limited company (Ltd.) organized and existing under the laws of the United Kingdom, having an address of 86-90 Paul Street, London, EC2A 4NE, United Kingdom (hereinafter the "ASSIGNOR"), and Moonbug Entertainment Limited, a private limited company organized and existing under the laws of the United Kingdom, having an address of 10 Parkway, 1<sup>st</sup> Floor, London, NW1 7AA, United Kingdom (hereinafter the "ASSIGNEE").

WHEREAS, ASSIGNOR is the owner of the trademarks  and  ("hereinafter, "Marks"), the registrations thereof, U.S. Reg. Nos. 5,766,658 and 5,253,532, and the goodwill of the business symbolized thereby;

WHEREAS, ASSIGNEE is desirous of acquiring all rights, title and interest in and to the Marks, the registrations thereof, U.S. Reg. Nos. 5,766,658 and 5,253,532, the goodwill of the business symbolized thereby, and the right to all claims against third parties for damage and compensation relating to or arising from the use and registrations of the Marks and/or the registrations thereof, U.S. Reg. Nos. 5,766,658 and 5,253,532, with the right to sue for and collect the same;

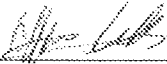
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR does hereby transfer, convey and assign unto ASSIGNEE, and ASSIGNEE hereby accepts, all rights, title and interest in and to the Marks, the registrations thereof, U.S. Reg. Nos. 5,766,658 and 5,253,532, the goodwill of the business symbolized thereby, and the right to all claims against third parties for damage and compensation relating to or arising from the use and registrations of the Marks and/or the registrations thereof, U.S. Reg. Nos. 5,766,658 and 5,253,532, with the right to sue for and collect the same;

ASSIGNOR further agrees to execute any other or further documents which may be reasonably necessary for the protection or perfection of any right, title, or interest herein acquired by ASSIGNEE.

EI BEBE PRODUCTIONS LIMITED

Dated: 6/01/2020

By: DIRECTOR

Name:  ALFRED CHUBB

Title: HEAD OF V&A AND STRATEGY