

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM558831

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|---|--|-----------------------|--|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Baby Bella Maya, LLC | | 12/16/2019 | Limited Liability Company: CALIFORNIA |
| RECEIVING PARTY DATA | | | |
| Name: | Brands Four Kids, LLC | | |
| Street Address: | 3567 Old Conejo Road | | |
| City: | Newbury Park | | |
| State/Country: | CALIFORNIA | | |
| Postal Code: | 91320 | | |
| Entity Type: | Limited Liability Company: CALIFORNIA | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 3427545 | MOBY | |
| 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: | 818-347-7900 | | |
| Email: | Scott@KelleyLegal.com | | |
| Correspondent Name: | Scott W. Kelley | | |
| Address Line 1: | 6320 Canoga Avenue | | |
| Address Line 2: | Suite 1650 | | |
| Address Line 4: | Woodland Hills, CALIFORNIA 91367 | | |
| NAME OF SUBMITTER: | Scott W. Kelley | | |
| SIGNATURE: | /Scott W. Kelley, Reg. No. 30,762/ | | |
| DATE SIGNED: | 01/24/2020 | | |
| Total Attachments: 2 | | | |
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| source=Baby Bella Maya and Brands Four Kids Confirmatory Trademark Assignment#page2.tif | | | |

OP \$40.00 3427545

CONFIRMATORY TRADEMARK ASSIGNMENT

WHEREAS, **Baby Bella Maya, LLC**, a limited liability company of the state of California, USA, owned the following Trademark Registrations:

1. U.S. Trademark Registration No. **3,427,545** registered **May 13, 2008** for the mark **MOBY**;
2. Australia Trademark Registration No. **1324666** registered **August 23, 2010** for the mark **MOBY**;
3. European Union Trademark Registration No. **008213415** registered **October 26, 2009** for the mark **MOBY**;
4. Japan Trademark Registration No. **5464949** registered **January 20, 2012** for the mark **MOBY**;
5. Japan Trademark Registration No. **5464954** registered **January 20, 2012** for the mark **MOBY**;
6. New Zealand Trademark Registration No. **812455** registered **March 11, 2010** for the mark **MOBY**;
7. South Korea Trademark Registration No. **40-854566** registered **February 24, 2011** for the mark **MOBY**.

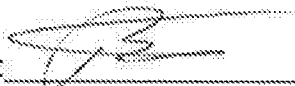
WHEREAS, **Brands Four Kids, LLC**, a limited liability company of the State of California, USA with its principal place of business at 3567 Old Conejo Road, Newbury Park California 91320 USA, acquired the above-identified Trademark Registrations, together with all associated good will.

NOW, THEREFORE, for \$10.00 and other good and valuable consideration, **Baby Bella Maya, LLC**, a California limited liability company assigns and transfers to **Brands Four Kids, LLC**, a California limited liability company, all right, title and interest

in and to the above-identified trademark registrations and all good will of the business symbolized by this mark.

Date: December 16, 2019

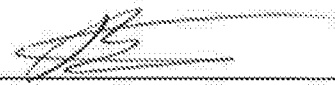
Baby Bella Maya, LLC

By: 

Name: Bruce Rothwell
Title: Manager

Date: December 16, 2019

Brands Four Kids, LLC

By: 

Name: Bruce Rothwell
Title: Manager