

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM595565

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	07/15/2020		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
DC Media, Inc.		08/31/2020	Corporation: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Allured Publishing Corporation		
Street Address:	336 Gundersen Drive		
Internal Address:	Suite A		
City:	Carol Stream		
State/Country:	ILLINOIS		
Postal Code:	60188		
Entity Type:	Corporation: ILLINOIS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4733443	EYE LASH	
CORRESPONDENCE DATA			
Fax Number:	3125801189		
<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:	(312) 580-1180		
Email:	kgaripay@olsonip.com		
Correspondent Name:	Kathryn E. Garipay		
Address Line 1:	20 North Wacker Drive		
Address Line 2:	36th Floor		
Address Line 4:	Chicago, ILLINOIS 60606		
ATTORNEY DOCKET NUMBER:	101100-47		
NAME OF SUBMITTER:	Kathryn E. Garipay		
SIGNATURE:	/Kathryn E. Garipay/		
DATE SIGNED:	09/02/2020		
Total Attachments: 2			
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ASSIGNMENT OF TRADEMARKS

WHEREAS, DC Media, Inc., a corporation organized under the laws of California, having an address of 7628 Densmore Avenue, Van Nuys, California 91406 ("Assignor"), has adopted, used, is using, and is the owner of the trademarks listed in the attached Schedule A;

WHEREAS, Allured Publishing Corporation, a corporation organized under the laws of Illinois, having an address of 336 Gundersen Drive, Suite A, Carol Stream, Illinois 60188-2403 ("Assignee"), is desirous of acquiring from Assignor the trademarks and registrations listed in attached Schedule A, together with the goodwill of the business in connection with which the marks are used; and

WHEREAS, this Assignment is in furtherance of and pursuant to the terms of an Asset Purchase Agreement dated, May 22, 2020;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, and pursuant to the Asset Purchase Agreement, Assignor does hereby convey, transfer, assign, and deliver to Assignee, its successors, assigns, and assignees, *nunc pro tunc* as of July 15, 2020, all rights, titles and interests worldwide in and to the trademarks and to the registrations therefor listed on attached Schedule A, together with the goodwill of the business in connection with which the marks are used and which is symbolized by the marks, along with the right to sue and recover for damages and profits for past infringement thereof.

DC MEDIA, INC.

Date: 8/31, 2020

By: Deborah Carver
Deborah Carver
President

SCHEDULE A

Trademark	Country	Registration/Application No.
EYE LASH	United States	4733443
MAN	United States	common law rights