

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM610901

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
SIGMAR BERG		11/24/2020	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	BERYLL CORPORATION		
Street Address:	30765 PACIFIC COAST HIGHWAY		
City:	MALIBU		
State/Country:	CALIFORNIA		
Postal Code:	90265		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3684006	BERYLL	
Registration Number:	3683997	WORN BY GOOD PEOPLE	
CORRESPONDENCE DATA			
Fax Number:	2138910400		
<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:	2138910700		
Email:	IPDocket@Buchalter.com		
Correspondent Name:	PHILIP NULUD		
Address Line 1:	BUCHALTER		
Address Line 2:	1000 WILSHIRE BOULEVARD, SUITE 1500		
Address Line 4:	Los Angeles, CALIFORNIA 90017		
ATTORNEY DOCKET NUMBER:	B4236-5002 PN		
NAME OF SUBMITTER:	PHILIP NULUD		
SIGNATURE:	/Philip Nulud/		
DATE SIGNED:	11/25/2020		
Total Attachments: 2			
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source=ASSIGNMENT_BERYLL CORPORATION#page2.tif			

CH \$65.00 3684006

Trademark Assignment

WHEREAS, Sigmar Berg, an individual, with a principal place of business of 908 Colorado Avenue, Santa Monica California 90401 ("Assignor"), owns the trademark identified below and incorporated by this reference, and the goodwill symbolized by the trademark and all common law rights thereto intends to use in the marketing and sale of products relating to or incorporating the trademarks as set forth below in Exhibit A (hereinafter collectively the "Marks");

WHEREAS, Assignor transferred all of its rights, title and interest in and relating to the Marks, as well as the goodwill symbolized by the Marks, and all on-going and existing business associated with the Marks to Beryll Corporation, a Delaware corporation, with a principal place of business of 30765 Pacific Coast Hwy, Malibu, California 90265 ("Assignee"), and Assignee wished to receive such transfer;

WHEREAS, the parties desire to memorialize the assignment of the Marks together with the goodwill of the business symbolized therein, all on-going and existing business associated with the Marks and all common law rights relating thereto, and all rights to recover for past infringement.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all of its right title and interest in and to the Marks, together with the goodwill symbolized by the Marks, all on-going and existing business associated with the Marks and all common law rights relating thereto.

AGREED TO AND ACCEPTED BY ASSIGNOR:

Dated: 11 / 24 / 20

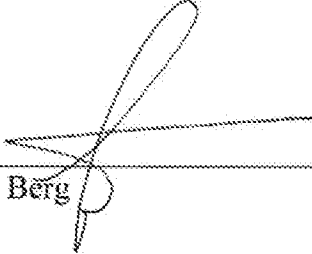

By: 
Sigmar Berg

EXHIBIT A

US Trademarks

Mark	Appl. No.	Appl. Date	Reg. No.	Reg. Date
	77469392	May 8, 2008	3684006	Sept. 15, 2009
WORN BY GOOD PEOPLE	77467248	May 6, 2008	3683997	Sept. 15, 2009

Common Law Marks



International Marks



Including but not limited to:

Mark	Country	Reg. No.	Reg. Date
	European Union	009617127	08/10/2011