

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM618409

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Second Generation, LLC		12/31/2020	Limited Liability Company: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Jodi Kristopher, LLC		
Street Address:	1950 Naomi Avenue		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90011		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Serial Number:	77923730	BE BOP	
Serial Number:	86167816	CALIFORNIA GYPSY	
Serial Number:	78805866	FISHBOWL	
Serial Number:	86167832	GYPSIES & MOONDUST	
Serial Number:	85706897	MADE WITH LOVE, WORN WITH LOVE.	
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:	2138915031		
Email:	jreider@buchalter.com		
Correspondent Name:	Jessie Reider Cristo		
Address Line 1:	1000 Wilshire Blvd., Suite 1500		
Address Line 4:	Los Angeles, CALIFORNIA 90017		
NAME OF SUBMITTER:	Jessie Reider Cristo		
SIGNATURE:	/jrc/		
DATE SIGNED:	01/05/2021		
Total Attachments: 3			
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TRADEMARK ASSIGNMENT

This Trademark Assignment (“**Assignment**”) is made effective as of December 31, 2020 (the “**Effective Date**”), by and between Second Generation, LLC, a California limited liability company (“**Assignor**”) and Jodi Kristopher, LLC, a Delaware limited liability company with an address of 1950 Naomi Avenue Los Angeles, CA 90011 (hereinafter “**Assignee**”). As used in this Assignment, Assignor and Assignee shall collectively be referred to as “**the Parties**.”

WHEREAS Assignor owns the trademarks, including the applications, registrations, and common law rights represented therein, identified in Exhibit A hereto (the “**Marks**”); and

WHEREAS, Assignee desires to acquire all of Assignor’s right, title and interest in and to the Marks, the applications and registrations thereof, all goodwill associated therewith, all common law rights, all business associated with and represented by the Marks, and the right to sue for past infringement.

NOW, THEREFORE, for good and valuable consideration the receipt and sufficiency of which are hereby acknowledged, the parties agree as follows:

Upon execution of this Assignment, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby irrevocably and unconditionally assigns, transfers and conveys to Assignee all of Assignor’s right, title and interest in and to the Marks, the applications and registrations thereof, all common law rights, the business associated with and represented by the Marks, together with all goodwill of the business represented and symbolized thereby with all rights to sue and recover damages and/or profits for past infringements.

Assignor agrees to execute such further documents reasonably required by Assignee to secure and enforce the rights granted to Assignee under this Assignment. The Parties consent that this Assignment may be recorded in any national trademark office.

[Signature page follows]

IN WITNESS WHEREOF, the Parties hereto have caused this Trademark Assignment to be executed as of the date first written.

ASSIGNOR

Second Generation, LLC

By: 

Name: Lina El Lawn

Title: Member

ASSIGNEE

Jodi Kristopher, LLC

By: 

Name: Adir Haroni

Title: Member Manager

EXHIBIT A

Marks

BE BOP and DESIGN	77923730
CALIFORNIA GYPSY	86167816
FISHBOWL	78805866
GYPSIES & MOONDUST	86167832
MADE WITH LOVE, WORN WITH LOVE.	85706897
XXXXXXXXXXXX	XXXXXXXXXXXX