

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM625372

SUBMISSION TYPE:	RESUBMISSION		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
RESUBMIT DOCUMENT ID:	900585194		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Mad Engine, LLC		12/01/2020	Limited Liability Company: CALIFORNIA
RECEIVING PARTY DATA			
Name:	KC Stauffer Brand		
Street Address:	8825 N. 23rd Ave., Suite 100		
City:	Phoenix		
State/Country:	ARIZONA		
Postal Code:	85021		
Entity Type:	Limited Liability Company: ARIZONA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	88092614	M& E MILA AND EMMA	
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:	02/09/2021		
Total Attachments: 3			
source=Mila and Emma Trademark Assignment Agreement (003)#page1.tif			
source=Mila and Emma Trademark Assignment Agreement (003)#page2.tif			
source=Mila and Emma Trademark Assignment Agreement (003)#page3.tif			

TRADEMARK ASSIGNMENT

This Trademark Assignment (“**Assignment**”) is made effective as of December 1, 2020 (the “**Effective Date**”), by and between Mad Engine, LLC, a California limited liability company and KC Stauffer Brand, a Limited Liability Company (hereinafter “**Assignee**”). As used in this Assignment, Assignor and Assignee shall collectively be referred to as “**the Parties.**”

WHEREAS Assignor owns the trademark application identified in Exhibit A hereto (the “**Mark**”); and

WHEREAS, Assignee desires to acquire all of Assignor’s right, title and interest in and to the Mark, the application thereof, all goodwill associated therewith, all common law rights, all business associated with and represented by the Mark, 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:

Assignment. 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 Mark, the application thereof, all common law rights, the business associated with and represented by the Mark, 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

MAD ENGINE, LLC

By: *Noah Steinsapir*
Name: Noah Steinsapir
Title: General Counsel

ASSIGNEE

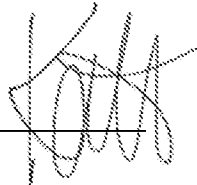

By: **katie stauffer**
Name: **katie stauffer**
Title:

EXHIBIT A

Mark

Serial No. 88092614

