

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM626302

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
OLLI ELLA LLC		10/15/2020	Limited Liability Company: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	OLLI ELLA INC		
<b>Street Address:</b>	923 W. Olive Avenue		
<b>City:</b>	Burbank		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	91506		
<b>Entity Type:</b>	Corporation: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 4</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	88072005	OLLI ELLA	
<b>Serial Number:</b>	88457357	HOLDIE	
<b>Serial Number:</b>	88457367	DINKUM DOLLS	
<b>Serial Number:</b>	87249500	LUGGY	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	5152428950		
<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>			
<b>Phone:</b>	5152428923		
<b>Email:</b>	ip@fredlaw.com		
<b>Correspondent Name:</b>	Tracy L. Deutmeyer		
<b>Address Line 1:</b>	111 East Grand Ave, Suite 301		
<b>Address Line 4:</b>	Des Moines, IOWA 50309		
<b>NAME OF SUBMITTER:</b>	Tracy L. Deutmeyer		
<b>SIGNATURE:</b>	/Tracy L. Deutmeyer/		
<b>DATE SIGNED:</b>	02/15/2021		
<b>Total Attachments: 2</b>			
source=Trademark Assignment_70951881(2)_SIGNED#page1.tif			
source=Trademark Assignment_70951881(2)_SIGNED#page2.tif			

OP \$115.00 88072005

## TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT, effective October 15th, 2020, is made by and between OLLI ELLA LLC, a Delaware limited liability company with an address of PO Box 493, Culver City, California 90232 (the "Assignor"), and OLLI ELLA INC, a California corporation with an address of 923 W. Olive Avenue, Burbank, CA 91506 ("Assignee").

WHEREAS, Assignor is the owner of the trademarks and the associated trademark registrations and applications for registration set forth on Schedules A and B attached hereto (hereinafter the "Marks").

WHEREAS, Assignee is a successor to the entire ongoing and existing business of Assignor.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby assign, sell, transfer and convey, unto Assignee all of Assignor's right, title and interest in and to the Marks, including all rights under common law, any corresponding trademark applications or registrations therefor, and the goodwill appurtenant thereto; and Assignor does hereby further assign, sell, transfer and convey unto Assignee any and all claims of Assignor for past infringement and any and all causes of action of Assignor with respect to or arising out of the Marks, along with the right to recover damages and profits for past infringements thereof.

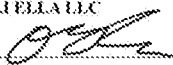
Assignor agrees to execute and deliver at the request of Assignee all necessary documents, papers, instruments, and assignments in order to assign the Marks to Assignee, and to perform any other reasonable acts Assignee may require in order to vest all of Assignor's rights, title, and interest in and to the Marks in Assignee and to provide evidence to support any of the foregoing in the event such evidence is reasonably deemed necessary by the Assignee, to the extent such evidence is in the possession or control of Assignor.

This Assignment may be executed in one or more counterparts, each of which shall be deemed an original, but all of which shall be considered one instrument.

IN WITNESS WHEREOF, Assignor has caused this Trademark Assignment to be executed and delivered.

ASSIGNOR:

OLLIELLA LLC

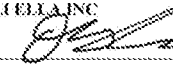
By: 

Name: Olivia Brookman

Title: President

ASSIGNEE:

OLLIELLA INC

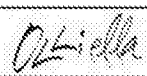
By: 

Name: Olivia Brookman

Title: President


Schedule A

**U.S. trademark applications and registration**

Mark	App. No.
	88072005
HOLGHE	88457357
DINKUM DOLLS	88457367
LUGGY	87340500

Schedule B

**Canadian trademark applications**

Mark	App. No.
	1926705
HOLGHE	1989233
DINKUM DOLLS	1989232