

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM631015

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
American Accessories, Inc.		11/15/2019	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Lola Brand LLC		
Street Address:	222 Henry Street # 4		
City:	Brooklyn		
State/Country:	NEW YORK		
Postal Code:	11201		
Entity Type:	Limited Liability Company: NEW YORK		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	88128919	LOLA CALIFORNIA	
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>			
Email:	scohen@lombardip.com		
Correspondent Name:	Sarah I. Cohen		
Address Line 1:	230 Park Ave, 4th Fl West		
Address Line 4:	New York City, NEW YORK 10169		
NAME OF SUBMITTER:	Sarah I. Cohen		
SIGNATURE:	/Sarah I. Cohen/		
DATE SIGNED:	03/10/2021		
Total Attachments: 3			
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OP \$40.00 88128919

ASSIGNMENT OF TRADEMARKS

WHEREAS, American Accessories, Inc., a Delaware corporation ("Assignor"), owns and/or has used the marks listed on Exhibit A attached hereto (the "Marks");

WHEREAS, Assignor desires to assign to Lola Brand LLC, a New York limited liability company ("Assignee"), that portion of Assignor's business to which the Marks pertain; and

WHEREAS, this Assignment of Trademarks is being executed in connection with a certain Asset Purchase Agreement, effective as of the date hereof (the "Purchase Agreement"), entered into by and between Assignor and Assignee, pursuant to which Assignor agreed to transfer certain of its assets to Assignee, including, but not limited to, Assignor's rights in and to the Marks.

NOW THEREFORE, for sufficient, good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby assign and transfer unto Assignee its entire right and title to and interest in the Marks, and all registrations issuing therefrom, including that part of the goodwill of Assignor's business connected with the use of and symbolized by the Marks, and further including the right to apply for trademark registrations thereon in the United States and foreign countries, the Marks and any registrations or applications thereon to be held and enjoyed by Assignee as entirely as the same would have been held by Assignor had this sale, assignment, and transfer not been made.

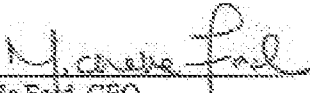
Assignor does hereby further agree and promise to execute all instruments and render all such assistance as Assignee may request in order to make and prosecute any and all applications on the Marks, to enforce any and all trademark registration on the Marks, and to confirm in Assignee legal title to the Marks and all applications and trademark registrations on the Marks, all at no expense to Assignor.

[Remainder of page intentionally left blank. Signature page follows.]


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IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment of Trademarks to be executed by their duly authorized officers, effective as of November 15, 2019.

ASSIGNOR:
AMERICAN ACCESSORIES, INC.

By: 
Michelle Ford, CEO


ASSIGNEE:
LOLA BRAND LLC

By: 
Elise Eidenberg, Managing Member

[Signature Page to Assignment of Trademarks]

EXHIBIT A

Trademark Application:

Mark	Serial No.	Class and Goods	Owner
	88128919	Class 18: Hand bags, purses, wallets, belt bags, weekender bag, overnight bag, gym duffle bags, luggage tags, toiletry bags sold empty, all purpose sports bags, attache cases, tote bags, briefcase type portfolio, briefcases, key cases, amenity bags sold empty, luggage inserts, namely, packing cubex, shoulder straps, straps for luggage, suitcase handles, carry on bags, traveling bags, backpacks, messenger bags, coin cases	American Accessories Inc.

Unregistered Trademarks:

- LOLA
- LOLA CALIFORNIA