

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM655354

<b>SUBMISSION TYPE:</b>	RESUBMISSION		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>RESUBMIT DOCUMENT ID:</b>	900553526		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Jane Carter		05/29/2020	INDIVIDUAL: UNITED STATES
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Distinctly Diverse, LLC		
<b>Street Address:</b>	375 Mount Prospect Avenue, 7DW		
<b>City:</b>	Newark		
<b>State/Country:</b>	NEW JERSEY		
<b>Postal Code:</b>	07104		
<b>Entity Type:</b>	Limited Liability Company: NEW JERSEY		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	88016255	CALM DOWN GURL	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	7323823384		
<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>	(908) 403-0113		
<b>Email:</b>	LMStribling@verizon.net		
<b>Correspondent Name:</b>	Luretha M. Stribling		
<b>Address Line 1:</b>	1030 South Avenue West, Suite 1A		
<b>Address Line 4:</b>	Westfield, NEW JERSEY 07090		
<b>NAME OF SUBMITTER:</b>	Luretha M. Stribling		
<b>SIGNATURE:</b>	/Luretha M. Stribling/		
<b>DATE SIGNED:</b>	06/22/2021		
<b>Total Attachments: 2</b>			
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source=CARTER JANE TRADEMARK ASSIGNMENT AGREEMENT FOR CALM DOWN GURL#page2.tif			

**TRADEMARK ASSIGNMENT**

This **Trademark Assignment**, hereinafter referred to as the Assignment is made and entered into on May 29, 2020 which is the effective date, by and between the following parties:

Jane Carter, the Assignor

**AND**

Distinctly Diverse, LLC, the Assignee  
375 Mount Prospect Avenue, 7DW  
Newark, New Jersey 07104

**WHEREAS**, the Assignor is the sole and rightful owner of the trademark Calm Down Gurl with United States Application Serial Number 88016255 for registration as set forth herein,

**WHEREAS**, the Assignee desires to purchase or acquire the Assignor's right, title, and interest in and to the Trademark, Distinctly Diverse, and

**WHEREAS**, the Assignor and Assignee are both duly authorized and capable of entering into this Assignment.

**NOW, THEREFORE**, for valuable consideration, the receipt of which is acknowledged, the parties hereto agree as follows.

The Assignor does hereby sell, assign, transfer and set over to Assignee all of its right, title and interest in and to the Trademark, Distinctly Diverse in the United States and all jurisdictions outside the United States including, without limitation, the ongoing and existing portion of the Assignor's business associated with Trademark, Calm Down Gurl together with the goodwill of the business connected with and symbolized by the Trademark, including, without limitation, the right to sue and recover for any past or continuing infringements or contract breaches related to the Trademark, the right to renew and registrations included in the Trademark, the right to apply for trademark registrations within or outside the United States based in whole or in part upon the Trademark, and any priority right that may arise from the Trademark the same to be held and enjoyed by Assignee as fully and entirely as said interest could have been held and enjoyed by Assignor had the sale, assignment, transfer and conveyance not been made.

The Assignor authorized the United States Patent and Trademark Office and any other applicable jurisdictions outside the United States to record the transfer of Calm Down Gurl with United States Application Serial Number 88016255 as set forth herein to Assignee as recipient of Assignors entire right, title and interest therein.

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Signature of Assignor, Jane Carter

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Date

If assignor is a corporation, give official title along with signature