

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM710975

<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>
Rochelle Humes		11/01/2021	INDIVIDUAL: UNITED KINGDOM
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	My Little Coco Limited		
<b>Street Address:</b>	First Floor, 17-19 Foley Street		
<b>City:</b>	London		
<b>State/Country:</b>	UNITED KINGDOM		
<b>Postal Code:</b>	W1W 6DW		
<b>Entity Type:</b>	Company: ENGLAND AND WALES		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	6311741	MY LITTLE COCO	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>	7042456515		
<b>Email:</b>	bdavis@vlplawgroup.com		
<b>Correspondent Name:</b>	Brian Davis		
<b>Address Line 1:</b>	5960 Fairview Road; Suite 400		
<b>Address Line 4:</b>	Charlotte, NORTH CAROLINA 28210		
<b>NAME OF SUBMITTER:</b>	Brian M. Davis		
<b>SIGNATURE:</b>	/Brian M. Davis/		
<b>DATE SIGNED:</b>	02/28/2022		
<b>Total Attachments: 3</b>			
source=Trade Mark Assignment Rochelle Humes to My Little Coco Limited#page1.tif			
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source=Trade Mark Assignment Rochelle Humes to My Little Coco Limited#page3.tif			

OP \$40.00 6311741

## TRADE MARK ASSIGNMENT

**THIS ASSIGNMENT** is made the 1 day of November 2021

### **BETWEEN:**

- (1) **ROCHELLE HUMES** of 80 Charlotte Street, London, W1T 4DF (**Assignor**); and
- (2) **MY LITTLE COCO LIMITED, a company registered in England & Wales under number 12435693** at First Floor, 17-19 Foley Street, London, United Kingdom, W1W 6DW (**Assignee**).

### **WHEREAS:**

- (A) The Assignor is the proprietor of three trade mark registrations, brief details of which are detailed in Schedule 1 to this agreement (hereinafter referred to as the **Trade Marks**); and
- (B) The parties agree that the Assignor's right, title and interest in the Trade Marks should be transferred by the Assignor to the Assignee under the terms set out in this agreement.

**IN CONSIDERATION** of the sum of One Pound Sterling (£1.00) paid by the Assignee to the Assignor (receipt whereof is hereby acknowledged):

- 1.1 The Assignor hereby assigns to the Assignee absolutely with full title guarantee all its right, title and interest in and to the Trade Marks, including:
  - 1.1.1 the absolute entitlement to any registered trade marks granted pursuant to any of the applications comprised in the Trade Marks; and
  - 1.1.2 all statutory and common law rights attaching to the Trade Marks, together with the goodwill of the business relating to the goods or services in respect of which the Trade Marks are registered or used; and
  - 1.1.3 the right to bring, make, oppose, defend, appeal proceedings, claims or actions and obtain relief (and to retain any damages recovered) in respect of any infringement, or any other cause of action (including passing off) arising from ownership, of any of the Trade Marks whether occurring before, on or after the date of this agreement.
- 1.2 This Assignment and its terms shall be governed by and construed in accordance with the laws of England and the parties irrevocably agree that the Courts of England are to have exclusive

jurisdiction in relation to any disputes that may arise out of or in connection with this Assignment.

**THIS ASSIGNMENT** has been executed as a deed and is delivered and takes effect on the date stated at the top of it.

Executed and delivered as a deed by

**ROCHELLE HUMES**

*Rochelle Humes*

\_\_\_\_\_  
**Rochelle Humes**

in the presence of

*Rebecca Boyce*

\_\_\_\_\_  
Witness

Name and address of Witness (Print):

\_\_\_\_\_  
Rebecca Boyce

\_\_\_\_\_  
16a Osborne Road

\_\_\_\_\_  
London N13 5PU

Executed and delivered as a deed by

**MY LITTLE COCO LIMITED**

*Rochelle Humes*

\_\_\_\_\_  
**Rochelle Humes, Director of My Little Coco Limited**

in the presence of

*Rebecca Boyce*

\_\_\_\_\_  
Witness




Name and address of Witness (Print):

\_\_\_\_\_  
Rebecca Boyce

\_\_\_\_\_  
16a Osborne Road

\_\_\_\_\_  
London N13 5PU

## SCHEDULE 1

MARK	APPLICATION NO.	REGISTRATION NO.	FILING DATE	CLASSES	TERRITORY
	018519521		21 July 2021	3, 16, 21	EU
	88589881	6311741	25 February 2019	3, 16, 21	US
	3378113	3378113	25 February 2019	3, 16, 21	UK