

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM727794

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Jessie And D Lila LLC		05/10/2022	Limited Liability Company: NEW YORK
RECEIVING PARTY DATA			
Name:	CE Trademark, LLC		
Street Address:	9200 West Sunset Blvd, Suite 300		
City:	West Hollywood		
State/Country:	CALIFORNIA		
Postal Code:	90069		
Entity Type:	Limited Liability Company: NEW YORK		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	88200555	JESSIE AND D' LILA	
CORRESPONDENCE DATA			
Fax Number:	8446706009		
<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:	702-550-4400		
Email:	TrademarksLV@dickinson-wright.com		
Correspondent Name:	Jennifer Ko Craft		
Address Line 1:	3883 Howard Hughes Parkway, Suite 800		
Address Line 2:	092032-70000		
Address Line 4:	Las Vegas, NEVADA 89169		
ATTORNEY DOCKET NUMBER:	092032-70000		
NAME OF SUBMITTER:	Jennifer Ko Craft		
SIGNATURE:	/Jennifer Ko Craft/		
DATE SIGNED:	05/13/2022		
Total Attachments: 2			
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source=Executed Trademark Assignment Jessie and D Lila LLC to CE Trademark#page2.tif			

OP \$40.00 88200555

TRADEMARK ASSIGNMENT

This Trademark Assignment (“Assignment”) is entered into as of May 10, 2022 (“Effective Date”) between Jessie And D Lila LLC (“Assignor”), a New York limited liability company with an address of 9200 West Sunset Blvd, Suite 300, West Hollywood, California 90069, on the one hand, and CE Trademark, LLC (“Assignee”), a New York limited liability company with an address of 9200 West Sunset Blvd, Suite 300, West Hollywood, California 90069, on the other hand. For purposes of this Assignment, Assignor and Assignee may be collectively referred to herein as the “Parties.”

NOW THEREFORE, in consideration of the covenants, representations and warranties set forth herein and for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Parties agree to the following:

Assignor hereby irrevocably assigns, transfers and conveys to Assignee, without any restrictions, limitations or reservations, and Assignee does hereby accept the assignment, transfer and conveyance of, all of Assignor’s entire worldwide rights, title and interests in and to the trademarks identified on **Exhibit A** attached hereto, any stylizations, designs or the like associated therewith, including, without limitation, any U.S., foreign trademark or state applications, registrations and common law rights for such marks, the goodwill associated with and symbolized thereby, and, in accordance with 15 U.S.C. § 1060, the portion of the business to which the mark pertains, all past, present and future claims, counterclaims, credits, causes of action, choses in action, rights of recovery and rights of setoff against third persons for infringements, violations, dilutions or contract breaches, together with the right at law or equity to sue and recover for any past, continuing and/or future infringements, violations, dilutions or contract breaches and collect any resulting recovery of damages, lost profits, legal fees and costs, including from acts which may have occurred prior to the Effective Date, all of the foregoing rights, titles and interests to be held and enjoyed by Assignee, for Assignee’s own use and benefit and for the use and benefit of Assignee’s successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this assignment, transfer and conveyance had not been made.


IN WITNESS THEREOF, the Parties have caused this instrument to be duly executed as of the Effective Date and each of the undersigned represents that they have the authority to legally bind their respective entities.

ASSIGNOR:


ASSIGNEE:

Jessie And D Lila LLC

CE Trademark, LLC



By: Tarik Brooks
Title: President



By: Tarik Brooks
Title: President

EXHIBIT A

Assigned Trademarks:

1. JESSIE AND D' LILA, U.S. Serial No. 88/200555

4855-4911-5678 v1 [92026-1]