

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM743079

SUBMISSION TYPE:	RESUBMISSION		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
RESUBMIT DOCUMENT ID:	103682599		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Jill Joanne, LLC		01/02/2021	Limited Liability Company: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Jill J Hankey		
Street Address:	70 Guadalupe Lane		
City:	Tubac		
State/Country:	ARIZONA		
Postal Code:	85646		
Entity Type:	INDIVIDUAL: UNITED STATES		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4206923	LOLLI BAG	
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>			
Phone:	949-218-1325		
Email:	MOLLY@ZURFLAW.COM		
Correspondent Name:	MOLLY K. ZURFLUEH, ESQ.		
Address Line 1:	1278 GLENNEYRE STREET #262		
Address Line 4:	LAGUNA BEACH, UNITED STATES 92651		
NAME OF SUBMITTER:	Molly Kathryn Zurflueh		
SIGNATURE:	/M.Zurflueh/		
DATE SIGNED:	07/22/2022		
Total Attachments: 4			
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TRADEMARK ASSIGNMENT

This Trademark Assignment (the "Assignment") is made as of January 2, 2021, by Jill Joanne, LLC, a California company (Assignor"), in favor of Jill J. Hankey, an individual, currently residing in the State of Arizona. ("Assignee").

RECITALS

WHEREAS, Assignor is the sole and exclusive owner of the entire right, title and interest in, to and under the United States trademark registration and application listed in Appendix A attached hereto, including any common law trademark rights therefor (the "Marks"); and

WHEREAS, Assignor has agreed to assign to Assignee all of Assignor's right, title and interest in and to the Marks, together with the goodwill associated therewith.

NOW, THEREFORE, for good and valuable consideration paid by Assignee to Assignor, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby sell, assign, transfer and set over to Assignee, Assignor's entire right, title and interest in and to the Marks, together with the goodwill of the Marks, for the United States and for all foreign countries, including any renewals or extensions thereof that are or may be secured under the laws of the United States or foreign countries now or hereafter in effect and including the subject matter of all claims which may be obtained therefrom for its own use and enjoyment, and for the use and enjoyment of its successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment and sale had not been made; together with all income, royalties or payments due or payable as of the effective date of this Assignment or thereafter, including all claims for damages by reason of past, present or future infringement or other unauthorized use, with the right to sue for, and collect the same for its own use and enjoyment, and for the use and enjoyment of its successors, assigns, or other legal representatives.

This Assignment is deemed to be executed and delivered within the State of California, and it is the intention of the parties that it shall be construed, interpreted and applied in accordance with the laws of the State of California without regard to its conflicts of law principles.

SIGNATURE PAGE TO FOLLOW

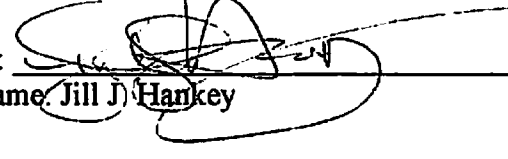
IN WITNESS WHEREOF, Assignor has duly executed this Assignment on this 2nd day of January 2021.

For Assignor

For Assignee

JILL JOANNE, LLC

By: 
Name: Jill J. Hankey
Title: Manager

By: 
Name: Jill J. Hankey

APPENDIX A

TRADEMARK ASSIGNED

Mark: LOLLI BAG
Reg. No. 4,206,923

United States of America
United States Patent and Trademark Office

LOLLI BAG

Reg. No. 4,206,923

Registered Sep. 11, 2012

Int. Cl.: 18

TRADEMARK

PRINCIPAL REGISTER

JILL JOANNE, LLC (CALIFORNIA LIMITED LIABILITY JOINT STOCK COMPANY)
22 EMERALD BAY
LAGUNA BEACH, CA 92651

FOR: HANDBAGS; PURSES, IN CLASS 18 (U.S. CLS. 1, 2, 3, 22 AND 41).

FIRST USE 3-3-2011; IN COMMERCE 3-17-2012.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "BAG", APART FROM THE MARK AS SHOWN.

SN 85-257,480, FILED 3-3-2011.

GIANCARLO CASTRO, EXAMINING ATTORNEY



David J. Kappas

Director of the United States Patent and Trademark Office