

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM742991

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|---|--|-----------------------|---------------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | NUNC PRO TUNC ASSIGNMENT | | |
| EFFECTIVE DATE: | 06/26/2021 | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Menakshi Rajan | | 06/29/2022 | INDIVIDUAL: UNITED STATES |
| RECEIVING PARTY DATA | | | |
| Name: | Bougie Hippie, LLC | | |
| Street Address: | 1196 Pebble Spring Drive | | |
| City: | Berwyn | | |
| State/Country: | PENNSYLVANIA | | |
| Postal Code: | 19312 | | |
| Entity Type: | Limited Liability Company: PENNSYLVANIA | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Serial Number: | 90812185 | BOUGIE HIPPIE | |
| 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: | 14843823060 | | |
| Email: | fbonini@boninilaw.com | | |
| Correspondent Name: | Frank J. Bonini, Jr., Bonini IP Law, LLC | | |
| Address Line 1: | 150 N Radnor Chester Rd | | |
| Address Line 2: | Suite F200 | | |
| Address Line 4: | RADNOR, PENNSYLVANIA 19087-5245 | | |
| NAME OF SUBMITTER: | Frank J. Bonini, Jr. | | |
| SIGNATURE: | /Frank J. Bonini, Jr./ | | |
| DATE SIGNED: | 07/22/2022 | | |
| Total Attachments: 1 | | | |
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OP \$40.00 90812185

TRADEMARK ASSIGNMENT
(NUNC PRO TUNC)

Whereas, **MENAKSHI RAJAN**, an individual having an address at 1196 Pebble Spring Drive, Berwyn, Pennsylvania, 19312, (“ASSIGNOR”) has adopted, owned and used the trademark **BOUGIE HIPPIE**, including at least in connection with the following services: on-line journals, namely, blogs featuring fashion and clothing, fitness, yoga, and products of others namely food, clothing, shoes, jewelry, and promotion of the aforementioned via social media blogs, and providing information in the field of social media; and

Whereas, **BOUGIE HIPPIE, LLC**, a Pennsylvania limited liability company, with its principal place of business at 1196 Pebble Spring Drive, Berwyn, Pennsylvania, 19312, (“ASSIGNEE”) is desirous of confirming the acquisition of, and of acquiring said mark, together with the goodwill symbolized by the mark;

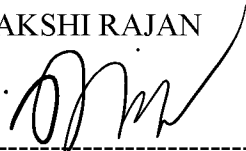
Whereas, pursuant to an agreement between ASSIGNOR and ASSIGNEE on June 26, 2021, ASSIGNOR hereby confirms the assignment of and hereby assigns the trademark **BOUGIE HIPPIE** and the goodwill associated therewith to ASSIGNEE, and hereby memorializes in writing said assignment of said trademark **BOUGIE HIPPIE** and the goodwill associated therewith;

Now, therefore, for good and valuable consideration, receipt of which is hereby acknowledged, ASSIGNOR agrees that ASSIGNOR hereby assigned unto ASSIGNEE *nunc pro tunc* effective as of June 26, 2021, all right, title and interest in and to the trademark **BOUGIE HIPPIE** throughout the world, together with all derivations thereof and including all goodwill associated therewith, whether based on common law or the laws of the various states, and the right (but not the obligation) to assert such trademark and other assigned rights to collect for all past, present and future infringements, and claims for damages and the proceeds thereof, including, without limitation, license royalties and proceeds of infringement suits and all rights corresponding thereto throughout the world by reason of any past and future acts of infringement that have occurred or may occur.

In witness Whereof, ASSIGNOR and ASSIGNEE have signed this instrument this 29th day of June, 2022.

ASSIGNOR

MENAKSHI RAJAN

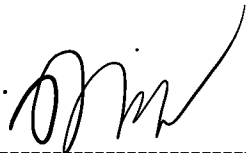


Signature

ASSIGNEE

BOUGIE HIPPIE LLC

By:



Name: Menakshi Rajan

Title: Owner