

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM756261

<b>SUBMISSION TYPE:</b>	RESUBMISSION
<b>NATURE OF CONVEYANCE:</b>	NUNC PRO TUNC ASSIGNMENT
<b>EFFECTIVE DATE:</b>	01/07/2020
<b>RESUBMIT DOCUMENT ID:</b>	900718342

## CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
New Fragrance Continental, Inc.		08/17/2022	Corporation: CALIFORNIA

## RECEIVING PARTY DATA

<b>Name:</b>	DedCool, Inc.
<b>Street Address:</b>	5033 Exposition Boulevard
<b>City:</b>	Los Angeles
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	90016
<b>Entity Type:</b>	Corporation: CALIFORNIA

## PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	5344291	DEDCOOL

## CORRESPONDENCE DATA

**Fax Number:** 8882551397  
*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.*  
**Phone:** 9546009500  
**Email:** marc@kestenlex.com  
**Correspondent Name:** Marc J. Kesten, Esq.  
**Address Line 1:** 9220 NW 72nd Street  
**Address Line 4:** Parkland, FLORIDA 33067

<b>NAME OF SUBMITTER:</b>	Marc J. Kesten
<b>SIGNATURE:</b>	/marc kesten/
<b>DATE SIGNED:</b>	09/20/2022

## Total Attachments: 2

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**NUNC PRO TUNC ASSIGNMENT OF TRADEMARK**

**REGISTRANT/ASSIGNOR:** NEW FRAGRANCE CONTINENTAL, INC.  
**Address:** 5033 Exposition Boulevard  
Los Angeles, CA 90016

**ASSIGNEE:** DEDCOOL, INC.  
**Address:** 5033 Exposition Boulevard  
Los Angeles, CA 90016

**WHEREAS**, New Fragrance Continental, Inc. (“Assignor”), a California corporation located at 5033 Exposition Boulevard, Los Angeles, CA 90016, has adopted and used, and is the exclusive and sole owner of all rights, title, and interest in and to the following trademark and corresponding trademark registration set forth below (the “Trademark”), together with the goodwill of the business, connected with and symbolized by said Trademark.

<b>TRADEMARK</b>	<b>U.S. Registration No.</b>	<b>Registration Date</b>
DEDCOOL	5,344,291	November 28, 2017

**WHEREAS**, Assignor wishes to assign its entire, right, title, and interest in and to the Trademark to DedCool, Inc. (“Assignee”), a California corporation, located at 5033 Exposition Boulevard, Los Angeles, CA 90016, together with the goodwill of the business connected with it and symbolized thereby; and

**WHEREAS**, Assignee is desirous of acquiring Assignor’s entire right, title, and interest in and to the Trademark and the goodwill of the business symbolized thereby for valuable consideration.

**NOW, THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns and transfers to Assignee, including Assignee’s successors, assigns, heirs, and administrators, all of Assignor’s rights, title, and interest in and to the Mark, its corresponding U.S. trademark registration, together with the goodwill symbolized and associated with the Mark, and the right to sue for damages for all past infringements occurring prior to the execution date of this Assignment, and to any and all marks and registrations which may evolve therefrom, *nunc pro tunc*, effective as of January 7, 2020.

Assignor further assigns all of its rights, title, and interest in and to the Trademark in all foreign countries, and all applications for registration of the Trademark in foreign countries and any registration(s) which may evolve therefrom, including the right to claim priority under any international convention, including the Paris Convention, *nunc pro tunc*, effective as of January 7, 2020.

Assignor further agrees, without further consideration, to cause to be performed such lawful acts and to execute such further documents as Assignee may reasonably request to fully effectuate this Agreement including, but not limited to, the execution of assignments in recordable form in each jurisdiction where any application(s) for the Trademark may be pending.

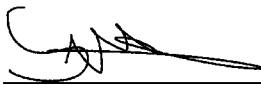
Assignor hereby appoints Marc J. Kesten, Esq. the power to insert on this Assignment of Trademark any further identification that may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office for recordation of this document.

Dated, effective as of: January 7, 2020.

**ASSIGNOR:**

**NEW FRAGRANCE CONTINENTAL, INC.**

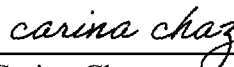
Executed on August 17, 2022

By:   
\_\_\_\_\_  
Sabina Chazanas  
Its: CEO

**ASSIGNEE:**

**DEDCOOL, INC.**

Executed on August 17, 2022

By:   
\_\_\_\_\_  
Carina Chazanas  
Its: CEO