

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM834404

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
SECRET CHARM, LLC		08/23/2023	Limited Liability Company: CALIFORNIA
RECEIVING PARTY DATA			
Name:	SECOND GENERATION, LLC		
Street Address:	1929 S. HOOPER AVENUE		
City:	LOS ANGELES		
State/Country:	CALIFORNIA		
Postal Code:	90011		
Entity Type:	Limited Liability Company: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	6113676	MOON MAVEN	
CORRESPONDENCE DATA			
Fax Number:	2138910400		
<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:	213-891-0700		
Email:	IPDocket@Buchalter.com, pnulud@buchalter.com, mmandel@buchalter.com		
Correspondent Name:	PHILIP NULUD/V MONICA MANDEL		
Address Line 1:	BUCHALTER, A PROFESSIONAL CORPORATION		
Address Line 2:	1000 WILSHIRE BOULEVARD, SUITE 1500		
Address Line 4:	LOS ANGELES, CALIFORNIA 90017		
ATTORNEY DOCKET NUMBER:	S2522-5070 [PN:vmm-la]		
NAME OF SUBMITTER:	V. MONICA MANDEL		
SIGNATURE:	/V. Monica Mandel/		
DATE SIGNED:	08/24/2023		
Total Attachments: 2			
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CH \$40.00 6113676

TRADEMARK ASSIGNMENT

WHEREAS, SECRET CHARM LLC, a California Limited Liability Company with an address of 1433 Walnut Street, Los Angeles, California 90011 (“Assignor”), owns, has used in business and/or has right, title, and/or interest in the trademark registration identified in Exhibit A herein, attached hereto and incorporated by this reference, and the goodwill symbolized by the trademark and all common law rights thereto, and the right to recover for infringement (hereinafter collectively the “Mark”);

WHEREAS, SECOND GENERATION, LLC, a California Limited Liability Company with an address of 1929 S. Hooper Avenue, Los Angeles, California 90011 (“Assignee” and together with the Assignor, the “Parties”) desires to acquire by formal, recordable assignment the entire right, title and interest in and to the Mark, all common law rights in and to the Mark, as well as the goodwill symbolized by the Mark, and all on-going and existing business associated with the Mark; and

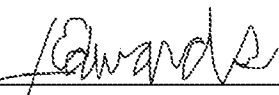
WHEREAS the Parties desire to memorialize the assignment of the Mark and all common law rights in and to the Mark, together with the goodwill of the business symbolized therein, all on-going and existing business associated with the Mark and all common law rights relating thereto, and all rights to recover for past infringement.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby conclusively acknowledged, in connection with the transfer of assets to which the mark pertains, Assignor does hereby sell, assign, transfer and set over to Assignee all its right, title and interest in, to and under the Mark and applications or registrations therefor, together with the goodwill of the business symbolized by the Mark, together with all rights and privileges granted and secured thereby, including the right to sue and recover for any past infringement, said rights to be held and enjoyed by Assignee, for its own use and benefit and for the use and benefit 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.

IN WITNESS WHEREOF, the parties have caused this Agreement to be executed by their respective duly authorized representatives as set forth below.

AGREED TO AND ACCEPTED BY ASSIGNOR

Date: August 23, 2023

by: 
Name: Janet L. Edwards
Title: Chief Financial Officer

AGREED TO AND ACCEPTED BY ASSIGNEE

Date: August 23, 2023

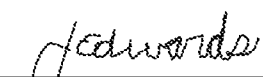
by: 
Name: J L Edwards
Title: Administration for Second Generation

EXHIBIT A

Marks

Mark	Country	Serial No./ Registration No.	Filing Date/ Registration Date
MOON MAVEN	United States	6,113,676	28-Jul-2020