

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

Assignment ID: TMI94416

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	NUNC PRO TUNC ASSIGNMENT		
<b>EFFECTIVE DATE:</b>	01/01/2024		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Juliana Sarinana		03/12/2024	INDIVIDUAL: UNITED STATES
<b>RECEIVING PARTY DATA</b>			
<b>Company Name:</b>	Sincerely Jules, Inc.		
<b>Street Address:</b>	4605 Lankershim Blvd, Suite 700		
<b>City:</b>	North Hollywood		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	91602-1867		
<b>Entity Type:</b>	Corporation: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 4</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	90772372	SINCERELY JULES	
<b>Serial Number:</b>	90772365	SINCERELY JULES	
<b>Serial Number:</b>	98301905	SINCERELY JULES	
<b>Serial Number:</b>	87577289	SINCERELY JULES	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	3233663311		
<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>			
<b>Phone:</b>	3233887587		
<b>Email:</b>	docket@kmcdañelesq.com,kmcdaniel@kmcdañelesq.com		
<b>Correspondent Name:</b>	Katherine L McDaniel		
<b>Address Line 1:</b>	5482 Wilshire Blvd., Suite 410		
<b>Address Line 4:</b>	Los Angeles, CALIFORNIA 90036-4218		
<b>NAME OF SUBMITTER:</b>	Katherine McDaniel		
<b>SIGNATURE:</b>	Katherine McDaniel		
<b>DATE SIGNED:</b>	03/14/2024		
<b>Total Attachments: 2</b>			
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## **SINCERELY JULES ASSIGNMENT**

KNOW ALL BY THESE PRESENTS that on January 1, 2024 (the "Effective Date"), Juliana Sarinana, a citizen of the United States of America, 611 Tularosa Dr, Los Angeles, California, USA 90026 ("Assignor"), in exchange for Ten Dollars (USD\$10) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, assigned and transferred to Sincerely Jules, Inc., a California corporation, 4605 Lankershim Blvd, Suite 700, North Hollywood, California, USA 91602 ("Assignee"), its successors and assigns, all right, title and interest in and to the **SINCERELY JULES** name, trade name, business name, trade dress, trademark and service mark, whether or not registered, all trade name, business name, trademark and service mark applications and registrations, any and all renewals and extensions thereof that may be secured under all laws now or hereafter in force, and all trademark and service mark interests of every kind and nature associated therewith, together with the goodwill of the business associated therewith, and any and all causes of action heretofore accrued in Assignor's favor for infringement thereof, in all countries, territories and possessions throughout the world and throughout the universe, to the full extent of such rights, including without limitation the following:

**SINCERELY JULES**, U.S. Reg. No. 5559011, issued September 11, 2018  
**SINCERELY JULES**, U.S. App. Serial No. 90772372, filed June 14, 2021  
**SINCERELY JULES**, U.S. App. Serial No. 90772365, filed June 14, 2021  
**SINCERELY JULES**, U.S. App. Serial No. 98301905, filed December 6, 2023  
**SINCERELY JULES**, WIPO International Reg. No. 1474508, issued April 18, 2019,  
designating the European Union  
**SINCERELY JULES**, WIPO International Reg. No. 1478510, issued June 11, 2019,  
designating Australia; Canada; China; Indonesia; Israel; Japan; Mexico; New Zealand;  
Russia; Singapore; South Korea; Switzerland; Thailand; Ukraine  
**SINCERELY JULES**, Australia Reg. No. 2025279, issued June 11, 2019  
**SINCERELY JULES**, Canada Reg. No. TMA1134739, issued July 20, 2022  
**SINCERELY JULES**, Indonesia Reg. No. IDM000901911, issued October 25, 2021  
**SINCERELY JULES**, Israel Reg. No. 319016, issued February 2, 2022  
**SINCERELY JULES**, Mexico Reg. No. 2271348, issued July 6, 2021  
**SINCERELY JULES**, Mexico Reg. No. 2271349, issued July 6, 2021  
**SINCERELY JULES**, Mexico Reg. No. 2271350, issued July 6, 2021

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Initials:  \_\_\_\_\_

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**SINCERELY JULES**, New Zealand Reg. No. 1126060, issued October 9, 2020  
**SINCERELY JULES**, Singapore Reg. No. 40201916274Q, issued June 16, 2020  
**SINCERELY JULES**, Thailand App. No. 190134264, filed June 11, 2019  
**SINCERELY JULES**, UK Reg. No. UK00003578674, issued August 5, 2022

IN WITNESS WHEREOF, Assignor has signed this Assignment and Assignee has caused this Assignment to be signed by its duly authorized signatory.

"Assignor"

**Juliana Sarinana**

By/Signature: 

Juliana Sarinana

Date Signed: March 12, 2024

"Assignee"

**Sincerely Jules, Inc., a California corporation**

By/Signature: 

Juliana Sarinana, CEO

Date Signed: March 12, 2024