

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Divinely DLish, LLC dba 18 Rabbits		05/18/2012	LIMITED LIABILITY COMPANY: CALIFORNIA
RECEIVING PARTY DATA			
Name:	18 Rabbits, Inc.		
Street Address:	590 York Street		
City:	San Francisco		
State/Country:	CALIFORNIA		
Postal Code:	94110		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Serial Number:	77326281	18 RABBITS	
Serial Number:	85304195	1% FOR KIDS	
Serial Number:	85228260	BUNNY BAR	
Serial Number:	85454333	18 R	
CORRESPONDENCE DATA			
Fax Number:	2023187707		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	2127416553		
Email:	mlee@thepotomaclawgroup.com		
Correspondent Name:	Michelle B. Lee		
Address Line 1:	Potomac Law Group, PLLC		
Address Line 2:	1300 Pennsylvania Avenue, NW Suite 700		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20004		
NAME OF SUBMITTER:	Michelle B. Lee		

OP \$115.00 77326281

Signature:	/Michelle Lee/
Date:	06/01/2012
Total Attachments: 1 source=18 Rabbits Assignment_May2012#page1.tif	

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this “Assignment”) is made as of May 18, 2012 by Divinely D’Lish, LLC d/b/a 18 Rabbits, a California limited liability corporation (“Assignor”), in favor of 18 Rabbits, Inc., a California corporation (“Assignee”).

WHEREAS, Assignor owns all right, title and interest in and to the following trademarks and service marks, including all common law rights, registrations and applications therefor (the “Assigned Trademarks”), and the goodwill associated therewith:

<u>Mark:</u>	<u>U.S. App. Serial No.:</u>
18 RABBITS	77326281
1% FOR KIDS	85304195
BUNNY BAR	85228260
18 R	85454333

WHEREAS, Assignee desires to acquire all right, title and interest in and to the Assigned Trademarks, and the goodwill associated therewith.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor makes the following assignment and agrees as follows:

1. **Assignment**. Assignor hereby grants, transfers, assigns and conveys to Assignee, its licensees, successors and assigns, its entire right, title and interest in and to the Assigned Trademarks anywhere in the world, together with the goodwill of the business associated therewith, and the right to sue for and collect damages for infringements or other violations of the same, including for past infringements or other violations.

2. **Intent to Use**. With respect to any application for the Assigned Trademarks that is filed on the basis of Assignor’s “intent to use” such Assigned Trademarks and as to which a verified statement of use or amendment to allege use has not yet been filed with the U.S. Patent and Trademark Office as of the date hereof, the parties acknowledge that Assignee is a successor to the business of the Assignor or to the portion of the business to which such Assigned Trademarks apply, which business is ongoing and existing.

3. **Miscellaneous**. Assignor agrees to execute and deliver all necessary or desirable documents, forms, or other materials to record the transfer effected by this Assignment.

IN WITNESS WHEREOF, Assignor has caused this instrument to be executed by its duly authorized representative.

DIVINELY D’LISH, LLC

18 RABBITS, INC.

By: 

By: 

Name: Alison Bailey Vercruysse

Name: Alison Bailey Vercruysse

Title: President and CEO

Title: President and CEO