

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM312384

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
The Maude Corporation		07/21/2014	CORPORATION:
RECEIVING PARTY DATA			
Name:	The Great Incorporated		
Street Address:	915 North La Jolla		
City:	West Hollywood		
State/Country:	CALIFORNIA		
Postal Code:	90046		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Serial Number:	86135968	THE GREAT	
Serial Number:	86135940	THE GREAT	
Serial Number:	86135951	THE GREAT	
Serial Number:	86135957	THE GREAT	
Serial Number:	86135963	THE GREAT	
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:	310-623-3515		
Email:	pto@hodgsonlegal.com		
Correspondent Name:	Cheryl L. Hodgson		
Address Line 1:	100 Wilshire Blvd., Suite 940		
Address Line 4:	Santa Monica, CALIFORNIA 90401		
NAME OF SUBMITTER:	Cheryl L. Hodgson		
SIGNATURE:	/Cheryl L. Hodgson/		
DATE SIGNED:	07/30/2014		
Total Attachments: 1	source=THE GREAT - Assignment Signed#page1.tif		

OP \$140.00 86135968

Assignment of Trademark Rights

This agreement is entered into between The Maude Corporation, a corporation having a mailing address at 651 Kilkea Drive, Los Angeles, CA 90048 ("Assignor") and The Great Incorporated, a corporation having a mailing address located at 915 North La Jolla Avenue, West Hollywood, CA 90046 ("Assignee").

RECITALS:

Assignor is the owner of the following U.S. Trademark Applications:


Mark	Filing Date	Application No.
THE GREAT	December 5, 2013	86/135,940
THE GREAT	December 5, 2013	86/135,951
THE GREAT	December 5, 2013	86/135,968
THE GREAT	December 5, 2013	86/135,957
THE GREAT	December 5, 2013	86/135,963

Assignee has, for good and valuable consideration, acquired all right, title, and interest in and to the Trademarks and the pending applications;

NOW THEREFORE, Assignor hereby specifically assigns and acknowledges and confirms the transfer of all rights, title, and interests in and to the trademarks and the pending applications identified above

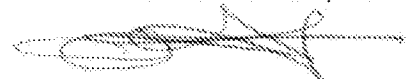
THIS ASSIGNMENT is made this 21st day of July at Los Angeles, California, USA.

Assignor: The Maude Corporation

By: 

Meritt Elliott

Assignee: The Great Incorporated



Emily Current