

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM328696

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Cassandra Grey		01/07/2015	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Violet Grey, Inc.		
Street Address:	655 North La Peer Drive		
City:	West Hollywood		
State/Country:	CALIFORNIA		
Postal Code:	90069		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85638802	VIOLET GREY	
CORRESPONDENCE DATA			
Fax Number:	2127634141		
<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:	212-763-4100		
Email:	dmerlen@rpl-law.com		
Correspondent Name:	Deena R. Merlen		
Address Line 1:	41 Madison Avenue, 41 Floor		
Address Line 4:	New York, NEW YORK 10010		
ATTORNEY DOCKET NUMBER:	9275.01		
NAME OF SUBMITTER:	Deena R. Merlen		
SIGNATURE:	/Deena R. Merlen/		
DATE SIGNED:	01/12/2015		
Total Attachments: 1			
source=Signed Assignment of VIOLET GREY mark (serial 85638802) (01124227)#page1.tif			

OP \$40.00 85638802

ASSIGNMENT OF MARK

This ASSIGNMENT OF MARK (the "Assignment") is made and effective as of January 7, 2015, by Cassandra Grey ("Assignor") to Violet Grey, Inc., a Delaware corporation ("Assignee").

WHEREAS, Assignor has adopted, used, and applied to register on the Principal Register of the United States Patent and Trademark Office, the mark set forth below (the "Assigned Mark"):

Mark:	USPTO Serial Number:	USPTO Registration Number (if applicable):
Violet Grey	85638802	

WHEREAS, Assignee desires to acquire all right, title and interest in and to the Assigned Mark.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor and Assignee agree as follows:

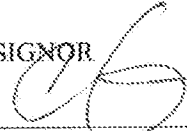
Assignor does hereby sell, transfer, convey, assign and deliver to Assignee all right, title and interest in and to the Assigned Mark, the applications for registration thereof, any registration thereof, and the goodwill of the business connected with the use thereof and symbolized thereby, free and clear of liens or encumbrances of any kind, all rights of priority therein in any country as may now or hereafter be granted by law, treaty or other international convention, and all rights, interests, claims and demands recoverable in law or equity, that Assignor has or may have in profits and damages for past, present and future infringements of the Assigned Mark, including, without limitation, the right to compromise, sue for and collect such profits and damages; the same to be held and enjoyed by Assignee, its successors and assigns or their legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment had not been made.

Assignor hereby agrees that Assignor shall and shall cause its affiliates and related parties to, from time to time, execute and deliver to Assignee such additional instruments, documents, conveyances or assurances and take such other action as shall be necessary, or otherwise reasonably be requested by Assignee, to confirm and assure the rights and obligations provided for in this Assignment, and render effective the consummation of the transactions contemplated hereby, or otherwise to carry out the intent and purposes of this Assignment.

This Assignment shall be governed by, and construed in accordance with, the laws of the United States, in respect to trademark and service mark issues and in all other respects including as to validity, interpretation and effect by the laws of the State of California, without giving effect to the conflict of law rules thereof.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be duly executed as of the date first written above.

ASSIGNOR


Cassandra Grey

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