

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM358680

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
SEQUENCE:	1		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Pete & Greta, Inc.		09/16/2015	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	JW Holdings, LLC		
Street Address:	2423 E 23rd Street		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90058		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4727118	PETE & GRETA	
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:	2138915031		
Email:	trademark@buchalter.com		
Correspondent Name:	Jessie K. Reider, CA Bar No. 2371113		
Address Line 1:	1000 Wilshire Blvd., Suite 1500		
Address Line 2:	Buchalter Nemer		
Address Line 4:	Los Angeles, CALIFORNIA 90017		
ATTORNEY DOCKET NUMBER:	J6381-5001		
NAME OF SUBMITTER:	Jessie K. Reider, CA Bar No.237113		
SIGNATURE:	/jkr/		
DATE SIGNED:	10/14/2015		
Total Attachments: 3			
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Trademark Assignment

WHEREAS Cover Design, Inc. (hereinafter "**Cover Design**") and Pete & Greta, Inc. (hereinafter "**Pete & Greta**") and together with Cover Design, "**Assignor**") own and have used the trademarks identified on Schedule A, attached hereto and incorporated by this reference (hereinafter the "**Marks**");

WHEREAS Assignor owns the Marks, including the pending applications, the registrations and all common law rights in and to the Marks, and desires to transfer the Marks, all goodwill associated with the Marks, the registrations and pending applications associated with the Marks and all common law rights associated with the Marks;

WHEREAS JW Holdings, LLC, a Delaware limited liability company (hereinafter "**Assignee**") desires to acquire all right, title and interest in and to the Marks, the goodwill symbolized by the Marks, the trademark registrations and applications, and all common law rights thereto; and

WHEREAS the Parties desire to memorialize the assignment of the Marks, the goodwill of the business symbolized by the Marks, the trademark applications and registrations, and all common law rights relating thereto, and all rights to recover for past infringement.

NOW THEREFORE, in exchange for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby sell and assign unto Assignee all right, title and interest in and to the Marks, together with the goodwill of the business symbolized by the Mark, and the trademark applications and registrations, all common law rights relating thereto, and all rights to recover for past infringement.

AGREED TO AND ACCEPTED BY THE ASSIGNOR:

Date: September 16, 2015


By: 
Cover Design, Inc.

Date: September 16, 2015

By: 
Pete & Greta, Inc.

AGREED TO AND ACCEPTED BY THE ASSIGNEE:

Date: September 16, 2015

By: 
JW Holdings, LLC

**Schedule A
Trademarks**

TRADEMARK	TERRITORY	REGISTRATION DATE	REGISTRATION NO.
JOHNNY WAS			
	Australia	October 2, 2014	Registration No. 1650462
	China		Registration No. 6554942
	European Community	February 11, 2015	Registration No. 013323175
	Japan		Registration No. 5744785
	USA	September 29, 2008	Registration No. 3703891
	Korea	March 27, 2015	Application No.40-2014- 0067181
	Canada	Filed October 10, 2014	Application No. 1696506
PETE & GRETA			
	Australia	October 2, 2014	Registration No. 1650461
	USA	April 28, 2015	Registration No. 4727118
	Canada	October 2, 2014	Application No. 1696525
	China		Application No.15478431
	Korea	April 23, 2015	Application No. 40-2014-0067184

TRADEMARK	TERRITORY	REGISTRATION DATE	REGISTRATION NO.
4 LOVE AND LIBERTY			
	Canada	October 2, 2014	Application No. 1696516
	China		Application No. 15478430
	Korea		Application No. 40-2014-0067182
	USA	86386060	Application No. 86386060