

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM392438

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Mark Karnes		07/13/2016	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	mitu, Inc.		
Street Address:	2105 Colorado Ave., Suite #100		
City:	Santa Monica		
State/Country:	CALIFORNIA		
Postal Code:	90404		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	86818790	CHOLOS TRY	
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:	6503465750		
Email:	cynthia@adwerelaw.com		
Correspondent Name:	Cynthia R. Adwere		
Address Line 1:	2625 Middlefield Road #360		
Address Line 4:	Palo Alto, CALIFORNIA 94306		
NAME OF SUBMITTER:	Cynthia R. Adwere		
SIGNATURE:	/Cynthia R. Adwere/		
DATE SIGNED:	07/23/2016		
Total Attachments: 1			
source=CHOLOS TRY Assignment#page1.tif			

OP \$40.00 86818790

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT ("Assignment") is entered into effective as of July 13, 2016 ("Effective Date") by and between Mark Karnes, an individual ("Assignor") and mitú, Inc., a Delaware corporation ("Assignee").

In consideration of the payment by Assignee to Assignor of \$500, which shall be paid by check upon receipt by Assignee of this Assignment executed by Assignor, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns, transfers, and relinquishes to Assignee, its successors and assigns, all right, title and interest in and to the trademark CHOLOS TRY (the "Trademark"), together with the goodwill associated therewith, and all applications and/or registrations therefor, including U.S. Application Serial No. 86/818,790, and the portion of Assignor's business to which the Trademark pertains, and all of Assignor's rights to sue and recover for damages arising out of or in connection with any and all past, present or future infringements or dilution of or damage to such Trademark or the associated goodwill.

Assignor hereby agrees to execute upon the request of Assignee such additional documents as are necessary to register and otherwise give full effect to the rights of the Assignee under this Assignment in and to the Trademark, including all documents necessary to record in the name of the Assignee the assignment of the Trademark with the United States Patent and Trademark Office or the corresponding entity in any other country.

This Assignment is meant to supplement and further the purposes of that settlement agreement entered into by the parties dated February 19, 2016, the terms of which shall remain in full effect. This Assignment may not be supplemented, altered or modified in any manner except by a writing signed by all parties hereto. This Assignment shall bind and inure to the benefit of the respective parties and their assigns, transferees and successors. This Assignment may be executed in one or more counterparts, and by the different parties hereto in separate counterparts, each of which when executed will be deemed to be an original but all of which taken together will constitute one and the same agreement. Signature pages transmitted by facsimile, e-mail or other electronic means shall be deemed to be originals.

IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment to be executed by their duly authorized representatives as of the Effective Date.

By: Mark Karnes
Mark Karnes

mitú, Inc.

By: Jennifer Loo
Name: Jennifer Loo
Title: CFO