

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM396854

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Ashley Eckstein		08/22/2016	INDIVIDUAL:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Her Universe, LLC		
<b>Street Address:</b>	P.O. Box 251499		
<b>City:</b>	Los Angeles		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	90025		
<b>Entity Type:</b>	Limited Liability Company: FLORIDA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	5003746	HER UNIVERSE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>			
<b>Email:</b>	hcollins@broadandcassel.com		
<b>Correspondent Name:</b>	Holly L. Collins		
<b>Address Line 1:</b>	390 N. Orange Avenue		
<b>Address Line 4:</b>	Orlando, FLORIDA 32801		
<b>NAME OF SUBMITTER:</b>	Holly L. Collins		
<b>SIGNATURE:</b>	/Holly L. Collins/		
<b>DATE SIGNED:</b>	08/30/2016		
<b>Total Attachments: 2</b>			
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CH \$40.00 5003746

## TRADEMARK ASSIGNMENT

WHEREAS, Ashley Eckstein (the "ASSIGNOR"), has adopted, used, is using and/or is the owner of all right, title and interest in and to the mark shown on Schedule A attached hereto (the "Mark"), including any U.S. and/or foreign trademark applications, registrations, trademarks, service marks, or trade names used at common law; and

WHEREAS, Her Universe, LLC, a Florida limited liability company (the "ASSIGNEE"), is desirous of acquiring the entire right, title and interest in, to and under the Mark and the goodwill associated therewith.

NOW, THEREFORE, in consideration of the sum of Ten Dollars (\$10.00) and other good and valuable consideration, the receipt and adequacy of which are hereby mutually acknowledged, ASSIGNOR hereby irrevocably sells, assigns, transfers and conveys unto ASSIGNEE, its successors and assigns, all right, title and interest in and to:

- (a) the Mark;
- (b) any and all registrations of the Mark, whether state, federal or foreign;
- (c) any and all applications to register the Mark, whether state, federal or foreign;
- (d) all common law rights in, to and under the Mark; and
- (e) all other rights in, to and under the Mark, together with the goodwill of the business symbolized by the Mark.

AND FURTHER, ASSIGNOR hereby covenants that she has full right to convey the entire interest herein assigned, and that she has not executed, and will not execute, any agreements inconsistent herewith.

IN WITNESS WHEREOF, ASSIGNOR has caused this Trademark Assignment to be executed effective as of the 22 day of August, 2016.



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Ashley Eckstein

**SCHEDULE A**

HER UNIVERSE (U.S. Registration Number 5003746 – Class 41)