

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM396856

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Ashley Eckstein		08/22/2016	INDIVIDUAL:
RECEIVING PARTY DATA			
Name:	Her Universe, LLC		
Street Address:	P.O. Box 251499		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90025		
Entity Type:	Limited Liability Company: FLORIDA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	86753195	HER UNIVERSE PRESS	
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>			
Email:	hcollins@broadandcassel.com		
Correspondent Name:	Holly L. Collins		
Address Line 1:	390 N. Orange Avenue		
Address Line 4:	Orlando, FLORIDA 32801		
NAME OF SUBMITTER:	Holly L. Collins		
SIGNATURE:	/Holly L. Collins/		
DATE SIGNED:	08/30/2016		
Total Attachments: 2			
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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

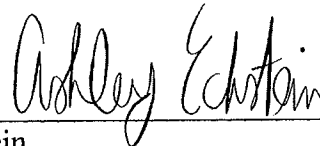
WHEREAS, Her Universe, LLC, a Florida limited liability company (the "ASSIGNEE"), is desirous of acquiring the entire right, title and interest in, to and under the Mark and the goodwill associated therewith.

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.



Ashley Eckstein

SCHEDULE A

HER UNIVERSE PRESS (U.S. Serial Number 86753195 – Class 41)