

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM409230

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Ezrani LLC		12/08/2016	Limited Liability Company: NEW YORK
RECEIVING PARTY DATA			
Name:	Kidpik Corp.		
Street Address:	200 Park Avenue South		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10003		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 9			
Property Type	Number	Word Mark	
Registration Number:	4431072	RUUM	
Registration Number:	4431073	RUUM	
Registration Number:	4729902	RUUM AMERICAN KID'S WEAR	
Registration Number:	4729903	RUUM AMERICAN KID'S WEAR	
Registration Number:	4729904	RUUM AMERICAN KID'S WEAR	
Registration Number:	4480556	RUUM AMERICAN KID'S WEAR	
Registration Number:	4729905	RUUM AMERICAN KID'S WEAR	
Registration Number:	4478275	RUUM	
Registration Number:	4748602	RUUM	
CORRESPONDENCE DATA			
Fax Number:	9147234301		
<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:	914-723-4300		
Email:	rduff@lsllp.com		
Correspondent Name:	Renee L. Duff		
Address Line 1:	Lackenbach Siegel LLP		
Address Line 2:	One Chase Road		
Address Line 4:	Scarsdale, NEW YORK 10583		

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ATTORNEY DOCKET NUMBER:	KIDPI.GEN
NAME OF SUBMITTER:	Renee L. Duff
SIGNATURE:	/RLD/
DATE SIGNED:	12/16/2016
Total Attachments: 3 source=ELLC Assignment#page1.tif source=ELLC Assignment#page2.tif source=ELLC Assignment#page3.tif	

ASSIGNMENT

WHEREAS, **Ezrani LLC**, a Limited Liability Company of the State of New York, located at 35 Pheasant Run, Kings Point, New York 11024 (hereinafter "ASSIGNOR"), was the owner of all right, title and interest in and to trademarks listed on the **attached Schedule A**, which have been registered at the United States Patent and Trademark Office, as set forth on Schedule A (hereinafter referred to as the "Marks");

WHEREAS, **Kidpik Corp.**, a Corporation of the State of Delaware, located at 200 Park Avenue South, New York, NY 10003 (hereinafter referred to as "ASSIGNEE"), was desirous of acquiring the aforesaid Marks, together with the goodwill of the business symbolized by the Marks;

WHEREAS, by agreement **ASSIGNEE** received the entire right, title, and interest in and to the aforesaid Marks, together with the goodwill of the business symbolized thereby; and


WHEREAS, the parties hereto are desirous of executing a document for purposes of recordation at the United States Patent and Trademark Office recording title in and to the aforesaid Marks in the name of **ASSIGNEE**.

NOW, THEREFORE, for and in consideration of good and valuable consideration to it paid, the receipt and sufficiency of which are hereby acknowledged, said **ASSIGNOR** hereby acknowledges and confirms its prior said transfer, and does hereby sell, assign, and transfer unto said **ASSIGNEE**, all rights, title and interest in and to said Marks, including the applications and registrations thereof and the Certificates of Registration duly and legally issued therefor, and any and all renewals thereof for the Marks, together with the goodwill of the business symbolized thereby, and further including, without limitation, all claims for damages by reason of past infringement and the right to sue for and the right to collect the same for its own use and behoof, and for the use and

behalf of its successors, assigns, or legal representatives and the right to defend the Marks and the applications and registrations thereof.

ASSIGNOR REPRESENTS AND WARRANTS that it has the full right, power and authority to make this assignment, and that it has not granted and will not grant any assignment or other encumbrance related to the Marks to any third party.

Ezrani LLC

BY: X 

NAME: EZRA DABAH

TITLE: MANAGER

DATE: 12/8/16

SCHEDULE A

<u>Trademarks</u>	<u>Registration Nos.</u>
RUUM	4431072
RUUM	4431073
RUUM AMERICAN KID'S WEAR & Design	4729902
RUUM AMERICAN KID'S WEAR & Design	4729903
RUUM AMERICAN KID'S WEAR & Design	4729904
RUUM AMERICAN KID'S WEAR & Design	4480556
RUUM AMERICAN KID'S WEAR & Design	4729905
RUUM (design)	4478275
RUUM (design)	4748602

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