

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM494459

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Milestone Merger Sub, LLC		05/13/2016	Limited Liability Company: TEXAS
RECEIVING PARTY DATA			
Name:	DV Operating Company, LLC		
Street Address:	3601 S. CONGRESS AVE STE B250		
City:	AUSTIN		
State/Country:	TEXAS		
Postal Code:	78704		
Entity Type:	Limited Liability Company: TEXAS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3615462	DULCE VIDA	
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:	rdewanipdocket@jw.com		
Correspondent Name:	Raman N. Dewan		
Address Line 1:	100 CONGRESS AVE.		
Address Line 2:	SUITE 1100		
Address Line 4:	AUSTIN, TEXAS 78701		
ATTORNEY DOCKET NUMBER:	148235.00069		
NAME OF SUBMITTER:	Jennifer Ervin		
SIGNATURE:	/jennifer ervin/		
DATE SIGNED:	10/18/2018		
Total Attachments: 2			
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ASSIGNMENT OF TRADEMARK REGISTRATION

This Assignment is effective as of the 13th day of May, 2016 ("Effective Date"), from Milestone Merger Sub, LLC, a Texas limited liability company ("Assignor"), to DV Operating Company, LLC, a Texas limited liability company ("Assignee").

WHEREAS, Assignor is the owner of the trademarks and United States trademark registrations listed on Schedule A attached hereto; and

WHEREAS, Assignee wishes to acquire from Assignor the entirety of Assignor's right, title and interest in and to such mark, the business associated with the mark and its goodwill and the trademark registrations;

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which is hereby acknowledged, Assignor hereby sells, assigns, transfers and conveys to Assignee, its successors and assigns forever, free and clear of all liens and encumbrances, Assignor's entire right, title and interest in the trademark and the trademark registrations listed on Schedule A hereto (the "Trademarks"), together with the business associated with the Trademarks, the goodwill of Assignor appertaining thereto and/or symbolized thereby, and all causes of action (either in law or equity) and the right to sue, counterclaim and recover for past, present, and future infringement and/or dilution of the Trademarks and the rights thereto.

Assignee, its successors and assigns, shall hold the rights to the foregoing for and during the existence of such Trademarks, as fully and as entirely as the same would have been held and enjoyed by Assignor had this Assignment not been made.

IN WITNESS WHEREOF, the Assignor has executed this Assignment on the date first written above.

ASSIGNOR:

Milestone Merger Sub, LLC

By: 

Name: Eric Dopkins

Title: Manager

SCHEDULE A

TRADEMARK	REGISTRATION NO.	REGISTRATION ISSUANCE DATE
DULCE VIDA	3,615,462	5May2009