

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM497866

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Birdy Grey, LLC		11/09/2018	Limited Liability Company: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Blue Jay Beach, Inc.		
Street Address:	1055 WEST 7TH ST 33RD FLOOR		
City:	LOS ANGELES		
State/Country:	CALIFORNIA		
Postal Code:	90017		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	5502727	BIRDY GREY	
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:	3037700051		
Email:	PTOMail@mflaw.com		
Correspondent Name:	Jonathon A. Szumny		
Address Line 1:	8055 E. Tufts Ave.		
Address Line 4:	Denver, COLORADO 80237		
ATTORNEY DOCKET NUMBER:	51351-00004		
NAME OF SUBMITTER:	Jonathon A. Szumny		
SIGNATURE:	/Jonathon A. Szumny/		
DATE SIGNED:	11/12/2018		
Total Attachments: 1			
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OP \$40.00 5502727

Trademark Assignment Agreement

This Trademark Assignment Agreement ("Agreement") is entered into as of November 9, 2018 (the "Effective Date") by and between Birdy Grey, LLC (the "Assignor"), a California Limited Liability Company and Blue Jay Beach, Inc. (the "Assignee"), a Delaware Corporation.

1. **Mark.** The term "Mark" as used in this Agreement shall mean all registered and unregistered trademarks, service marks, logos, designs, and domain names including but not limited to all registrations and/or registration application rights and all rights to prepare derivative marks, together with all the goodwill of the business symbolized thereby, and all other rights in the United States and in all countries and territories worldwide and under any international convention (hereinafter collectively referred to as "Mark") identified as follows:

Mark Name: BIRDY GREY

U.S. Reg. No. 5,502,727

Description of Goods/Services:

Jewelry; Necklaces; Earrings; Bracelets.

Clothing, namely, bridesmaid dresses, bridesmaid gowns, wedding gowns, wedding dresses, evening dresses, formal dresses, bras, and lingerie.

2. **Assignment.** Assignor hereby irrevocably assigns, grants, and transfers to Assignee all rights, title, and interest in and to the Mark in perpetuity. Assignor further authorizes the United States Patent and Trademark Office and all other agencies in jurisdictions outside the United States to issue registrations and record ownership for the Mark in the name of the Assignee. After the Effective Date, Assignor agrees to make no further use of the Mark or any confusingly similar mark in the United States and anywhere in the world, except as may be expressly authorized by the parties in writing. Assignor further agrees not to challenge Assignee's use or ownership of the Mark.

3. **Consideration.** Assignee acknowledges the receipt and sufficiency of good and valuable consideration for assignment of the Mark.

IN WITNESS WHEREOF, the parties hereto have executed this Agreement as of the date first written above.

Birdy Grey, LLC

By:  _____

Name: Grace Lee

Title: Authorized Signatory

Blue Jay Beach, Inc.

By:  _____

Name: Grace Lee

Title: CEO