

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM538894

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	NUNC PRO TUNC ASSIGNMENT
<b>EFFECTIVE DATE:</b>	08/21/2019
<b>SEQUENCE:</b>	3

## CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Melissa Rivers		08/26/2019	INDIVIDUAL: UNITED STATES

## RECEIVING PARTY DATA

<b>Name:</b>	Sheboygan Productions, LLC
<b>Also Known As:</b>	
<b>Street Address:</b>	10960 Wilshire Blvd., 5th Floor
<b>Internal Address:</b>	c/o Nigro Karlin Segal & Feldstein LLC
<b>City:</b>	Los Angeles
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	90024
<b>Entity Type:</b>	Limited Liability Company: CALIFORNIA

## PROPERTY NUMBERS Total: 11

Property Type	Number	Word Mark
Registration Number:	2655006	ABSOLUTELY MAGIC
Registration Number:	2358260	DO IT NOW!
Registration Number:	3881143	GREAT BROW DAY
Registration Number:	2847704	JOAN RIVERS BEAUTY
Registration Number:	1818890	JOAN RIVERS CLASSICS COLLECTION
Registration Number:	4602473	LUXE KNIT
Registration Number:	2489431	NOW AND FOREVER
Registration Number:	4450825	RED CARPET
Registration Number:	3080134	RED CARPET
Registration Number:	3672839	THE RIGHT TO BARE LEGS
Registration Number:	2388350	YESTERDAY IS HISTORY, TOMORROW IS A MYST

## CORRESPONDENCE DATA

Fax Number: 3124643111

*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.*

TRADEMARK

**Phone:** 3124643100  
**Email:** chicagopto@loeb.com  
**Correspondent Name:** Nerissa Coyle McGinn c/o Loeb & Loeb LLP  
**Address Line 1:** 321 N. Clark Street, Suite 2300  
**Address Line 4:** Chicago, ILLINOIS 60654

**NAME OF SUBMITTER:** Nerissa Coyle McGinn

**SIGNATURE:** /Nerissa Coyle McGinn/

**DATE SIGNED:** 08/30/2019

**Total Attachments: 3**

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## TRADEMARK ASSIGNMENT

This Trademark Assignment (the "Assignment") is effective as of August 21, 2019 by and between **MELISSA RIVERS**, the individual, with her office c/o Nigro Karlin Segal & Feldstein LLP, 10960 Wilshire Blvd., 5th Floor, Los Angeles, California 90024 ("Assignor"); and **SHEBOYGAN PRODUCTIONS, LLC**, a California Limited Liability Company with its place of business at c/o Nigro Karlin Segal & Feldstein LLC, 10960 Wilshire Blvd., 5th Floor, Los Angeles, California 90024 ("Assignee").

**WHEREAS**, Assignor owns all the right, title and interest in and to the trademarks shown in the attached schedule ("**Exhibit A**"), together with the goodwill symbolized by and associated with the Trademarks, including but not limited to the Trademark applications and registrations listed in **Exhibit A** (the "Trademarks").

**WHEREAS**, Assignee desires to acquire all of Assignor's right, title and interest in and to the Trademarks, and any common law rights related to the Trademarks, together with the goodwill symbolized by and associated with the Trademarks, including but not limited to the Trademark applications and registrations listed in **Exhibit A**.

**WHEREAS**, Assignor desires to assign to Assignee all right, title and interest in and to the Trademarks, and any common law rights related to the Trademarks, together with the goodwill symbolized by and associated with the Trademarks, including but not limited to the Trademark applications and registrations listed in **Exhibit A**.


**NOW, THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, **Assignor (MELISSA RIVERS)** does hereby assign, transfer, convey and set over unto **Assignee (SHEBOYGAN PRODUCTIONS, LLC)** all right, title and interest, including common law rights, in the United States of America, and in all countries and jurisdictions of the world, in, to and under the Trademarks, together with the goodwill of the business symbolized by and associated

with the Trademarks, and applications and registrations thereof, any renewal rights therein, and the exclusive right to enforce the Trademarks in the United States and throughout the world in the sole name of Assignee, its successors and assigns; the aforesaid transferred rights, title and interests to be held and enjoyed by Assignee, its successors, legal representatives and assigns as fully and entirely as the same would have been held and enjoyed by Assignor had this assignment not been made.

Assignor and Assignee agree to execute any further papers and to do such other acts as may be necessary and proper to vest full title in and to the Trademarks and other corresponding rights in the relevant and to assist relevant Assignee in registering, enforcing, and defending the Trademarks.


Assignor and Assignee hereby grant to relevant Assignee the power of attorney and the power of attorney in fact to execute such documents as the relevant Assignee may find necessary or convenient to complete the transfer of ownership of the Trademarks and related rights. Assignor and Assignee hereby consent to the recordation of this assignment with trademark offices and other governmental offices and entities throughout the world.

**MELISSA RIVERS**

By:   
Name: Melissa Rivers  
Title: \_\_\_\_\_  
Date: 8/20/19

**MICHAEL D. KARLIN**

Trustee of the Joan Rosenberg Administrative Trust, sole member of Sheboygan Productions, LLC

By:   
Name: MICHAEL KARLIN  
Title: \_\_\_\_\_  
Date: 8/20/19

# **EXHIBIT A**

## **TRADEMARKS**

<b>Mark</b>	<b>Country</b>	<b>Registration No.</b>
ABSOLUTELY MAGIC	USA	2655006
DO IT NOW!	USA	2358260
GREAT BROW DAY	USA	3881143
JOAN RIVERS BEAUTY	USA	2847704
JOAN RIVERS CLASSIC COLLECTION	USA	1818890
LUXE KNIT	USA	4602473
NOW AND FOREVER	USA	2489431
RED CARPET	USA	4450825
RED CARPET	USA	3080134
THE RIGHT TO BARE LEGS	USA	3672839
YESTERDAY IS HISTORY, TOMORROW IS A MYSTERY, TODAY IS GOD'S GIFT, THAT'S WHY IT'S CALLED THE PRESENT	USA	2388350