

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM541006

SUBMISSION TYPE:		NEW ASSIGNMENT	
NATURE OF CONVEYANCE:		ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL	
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Edward Michael McNamara		09/11/2019	INDIVIDUAL:
Allison Marie McNamara		09/11/2019	INDIVIDUAL:
RECEIVING PARTY DATA			
Name:	Mara Beauty, LLC		
Street Address:	3140 Ellington Drive		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90068		
Entity Type:	- Limited Liability Company: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	5232604	MARA	
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:	trademark@buchalter.com		
Correspondent Name:	Farah P. Bhatti		
Address Line 1:	18400 Von Karman Avenue, suite 800		
Address Line 2:	Buchalter, A Professional Corporation		
Address Line 4:	Irvine, CALIFORNIA 92612-0514		
ATTORNEY DOCKET NUMBER:	M1729-5002		
NAME OF SUBMITTER:	Farah Bhatti		
SIGNATURE:	/Farah Bhatti/		
DATE SIGNED:	09/16/2019		
Total Attachments: 3			
source=Trademark Assignment EMMAMM#page1.tif			
source=Trademark Assignment EMMAMM#page2.tif			
source=Trademark Assignment EMMAMM#page3.tif			

CH \$40.00 5232604

TRADEMARK ASSIGNMENT

WHEREAS, Edward Michael McNamara, an individual of the United States, with an address of 3236 Via La Selva, Palos Verdes Estates, California 90274, and Allison Marie McNamara, an individual of the United States, with an address of 3140 Ellington Drive, Los Angeles, 90068, (hereinafter "Assignors"), own the trademark (hereinafter "Mark") as listed in Exhibit A of this agreement, which is registered with the U.S. Patent and Trademark Office.

WHEREAS, Assignors have built up valuable goodwill in and to the Mark;

WHEREAS Mara Beauty, LLC, a California Limited Liability Company, with an address of 3140 Ellington Drive, Los Angeles, California 90068 (hereinafter "Assignee") has acquired all rights, title and goodwill associated with the Mark, together with the goodwill of the on-going and existing business symbolized by the Mark and the registration thereof, along with that portion of the ongoing and existing business to which the Mark pertains;

WHEREAS, the Parties desire to memorialize the assignment of the Mark, together with the goodwill of the business symbolized by the Mark, the United States Patent and Trademark Office registration, all common law rights thereto, and all rights to recover for past infringement.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignors do hereby sell and assign unto Assignee, all right, title and interest in and to the Mark, together with the goodwill of the business symbolized by the Mark, and the registration thereof, along with that portion of the on-going and existing business to which the Mark pertains, and all rights to damages and profits due or accrued, arising out of past infringements of said Mark, and the right to sue for and recover the same.

Edward Michael McNamara

By 

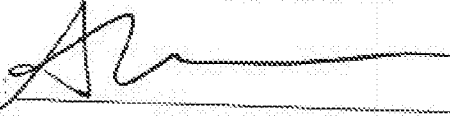
Name: Edward Michael McNamara

Title: Individual

Date: 9/11/19

[ADDITIONAL SIGNATURE PAGE FOLLOWS]

Allison Marie McNamara

By 

Name: ALLISON MARIE MCNAMARA

Title: INDIVIDUAL

Date: 9/11/19

EXHIBIT A

<u>Trademark</u>	<u>Registration No.</u>
MARA	5,232,604