

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM545828

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Select Jewelry, Inc.		10/18/2019	Corporation: NEW YORK
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	James Todd Smith		
<b>Street Address:</b>	6311 Romaine Street, Suite 7219		
<b>Internal Address:</b>	c/o LL Cool J, Inc.		
<b>City:</b>	Hollywood		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	90038		
<b>Entity Type:</b>	INDIVIDUAL: UNITED STATES		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	5675547	FOCUS FOR MEN	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	3102283953		
<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>			
<b>Phone:</b>	3102283700		
<b>Email:</b>	rwalsh@smrh.com		
<b>Correspondent Name:</b>	Jill M. Pietrini, Esq.		
<b>Address Line 1:</b>	1901 Avenue of the Stars, Suite 1600		
<b>Address Line 4:</b>	Los Angeles, CALIFORNIA 90067-6017		
<b>ATTORNEY DOCKET NUMBER:</b>	30DR-166333-239		
<b>NAME OF SUBMITTER:</b>	Jill M. Pietrini, Esq.		
<b>SIGNATURE:</b>	/Jill M. Pietrini/		
<b>DATE SIGNED:</b>	10/18/2019		
<b>Total Attachments: 1</b>			
source=Assignment - FOCUS FOR MEN in Class 14#page1.tif			

CH \$40.00 5675547

**ASSIGNMENT OF TRADEMARK**

This assignment is made by and between Select Jewelry, Inc., a New York corporation, having a principal place of business at 47-28 37<sup>th</sup> Street, 3<sup>rd</sup> Floor, Long Island City, New York 11101 (hereinafter "Assignor"), and James Todd Smith, an individual and citizen of the United States, having a principal place of business at c/o LL Cool J, Inc., 6311 Romaine Street, Suite 7219, Hollywood, California 90038 (hereinafter "Assignee").

WHEREAS, Assignor is the owner of the trademark FOCUS FOR MEN and of the application and registrations identified below ("Mark", "Application", and "Registrations", respectively).

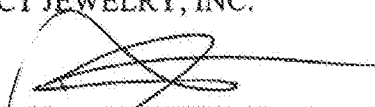
Mark	Class	App. No. Reg. No.	Filing Date Reg. Date	Country
FOCUS FOR MEN	14	86/647,372 5,675,547	June 1, 2015 February 12, 2019	United States
FOCUS FOR MEN	14	1749539	October 7, 2015	Canada
FOCUS FOR MEN	14	14655294	October 8, 2015 January 26, 2016	European Union

WHEREAS, Assignee desires to acquire the Mark, the Application, and the Registrations, including the goodwill associated with the Mark and any and all claims, demands, and causes of action for infringement, of the Mark, past, present, and future, and all of the proceeds from the foregoing.

NOW, THEREFORE, in consideration of good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in the United States and in any other country in the world in and to the Mark, the Application, and the Registrations together with the goodwill of the business symbolized by the Mark, and any and all claims, demands, and causes of action for infringement of the Mark, past, present, and future, and all of the proceeds from the foregoing.

Signed at LIC NY, this 18 day of OCTOBER, 2019.

SELECT JEWELRY, INC.

By:   
 Name: James Todd Smith  
 Title: VP

SMRH:4852-9807-8103.2