

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM562945

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Debonair With Flair, LLC		02/18/2020	Limited Liability Company: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Life is Good Holdings, LLC		
Street Address:	4001 Inglewood Ave.		
Internal Address:	Building 101, Office 305		
City:	Redondo Beach		
State/Country:	CALIFORNIA		
Postal Code:	90278		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	4540735	HSTRY	
Registration Number:	4689387	HSTRY	
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:	8887624511		
Email:	mcrosby@schwartzip.com		
Correspondent Name:	Matthew S. Crosby		
Address Line 1:	244 5th Ave.		
Address Line 4:	New York, NEW YORK 10001		
NAME OF SUBMITTER:	Matthew S. Crosby		
SIGNATURE:	/ Matthew Crosby /		
DATE SIGNED:	02/20/2020		
Total Attachments: 2			
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source=HSTRY Assignment 2-18-20 - Signed#page2.tif			

OP \$65.00 4540735

ASSIGNMENT OF TRADEMARKS

WHEREAS **DEBONAIR WITH FLAIR, LLC** a California Limited Liability Company with an address at 4001 Inglewood Avenue, Building 101, Office 305, Redondo Beach, CA 90278 (“Assignor”), is desirous of assigning all of its rights, title and interest in and to the trademarks set forth on **Schedule A** (the “Trademarks”) to Assignee

WHEREAS **LIFE IS GOOD HOLDINGS, LLC**, a Delaware Limited Liability Company with an address at 4001 Inglewood Avenue, Building 101, Office 305, Redondo Beach, CA 90278 (“Assignee”) is desirous of acquiring Assignor’s rights, title and interest in and to the Trademarks and all goodwill therein


NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged and intending to be bound hereby, Assignor hereby assigns and transfers to Assignee, all of Assignor’s right, title and interest in and to the Trademarks, together with the goodwill of the business connected with the use of and symbolized by the Trademarks and the common law rights associated therewith.

This Agreement may be executed in counterparts by one or more parties. All such counterparts, when so executed, shall be deemed to constitute one final agreement as if one document had been signed by all parties to this Agreement. Each such counterpart, upon execution and delivery of all counterparts, shall be deemed to be a complete and original of this Agreement. A telecopy or facsimile transmission of a signed counterpart of this Agreement shall be sufficient to bind the party or parties whose signature(s) appear thereon.

Dated: February 18, 2020

ASSIGNOR:

DEBONAIR WITH FLAIR, LLC

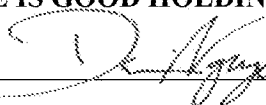


Name: Dennis Nguyen

Title: COO/CFO

ASSIGNEE:

LIFE IS GOOD HOLDINGS, LLC



Name: Dennis Nguyen

Title: COO/CFO

Schedule A

MARK	Country	Status	Serial #	Reg. #
HSTRY	United States	Registered	86975059	4540735
HSTRY	United States	Registered	86009220	4689387