

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM613021

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
ALC & CO., LLC		10/16/2020	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	ALC IP HOLDINGS, LLC		
Street Address:	818 S. Broadway Avenue, Room 401		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90014		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	6130511	A.L.C.	
Registration Number:	4003425	ALC	
Registration Number:	4063651	ANDREA LIEBERMAN	
CORRESPONDENCE DATA			
Fax Number:	9735972400		
<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:	9735972500		
Email:	lstrademark@lowenstein.com		
Correspondent Name:	Matthew P. Hintz, Esq.		
Address Line 1:	Lowenstein Sandler LLP		
Address Line 2:	One Lowenstein Drive		
Address Line 4:	Roseland, NEW JERSEY 07068		
ATTORNEY DOCKET NUMBER:	15948.1		
NAME OF SUBMITTER:	Matthew P. Hintz, Esq.		
SIGNATURE:	/Matthew P. Hintz, Esq./		
DATE SIGNED:	12/08/2020		
Total Attachments: 3			
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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT, having an effective date of October 16, 2020 (the "**Effective Date**") is made by and between ALC & CO., LLC a Delaware limited liability company, having an address at 818 S. Broadway Avenue, Room 401, Los Angeles, CA 90014 ("**Assignor**"), and ALC IP HOLDINGS, LLC, a Delaware limited liability company having an address at 818 S. Broadway Avenue, Room 401, Los Angeles, CA 90014 ("**Assignee**").

WHEREAS, Assignor and Assignee are among the parties to that certain Intellectual Property Assignment Agreement, dated as of May 14, 2020 (as amended, supplemented or modified, the "**IP Assignment Agreement**"); and

WHEREAS, pursuant to the IP Assignment Agreement, Assignor sold, conveyed, assigned, and transferred to Assignee all right, title, and interest in and to the trademark registrations set forth on Schedule A and all common law and other rights, worldwide, in and to the trademark that are the subject of such registration (such rights, collectively, the "**Trademarks**").

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties agree as follows:

1. Effective as of the Effective Date, Assignor hereby sells, grants, assigns, transfers, and delivers all of its rights, title and interests in and to the Trademarks to Assignee, including without limitation the goodwill of the business appurtenant thereto and which is symbolized thereby, and the right to renew any registration therefor, to be held and enjoyed by Assignee for its sole use and benefit and for the use and benefit of its successors, assigns and legal representatives, to be used as fully and entirely as said rights would have been held and enjoyed by Assignor had this assignment and sale not been made, together with all claims for damage by reason of past, present or future infringement of said Trademarks with the right to sue and collect the same for its own use or for the use of its successors, assigns or other legal representatives.
2. This Trademark Assignment shall be construed, performed and enforced in accordance with, and governed by, the laws of the State of Delaware, without giving effect to the principles of conflicts of laws thereof.
3. This Trademark Assignment may be executed simultaneously in one or more counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same instrument.
4. Assignor hereby requests the Commissioner of Patents and Trademarks, and the corresponding entities or agencies in any applicable foreign countries, to record Assignee as the assignee and owner of the Trademarks.

IN WITNESS WHEREOF, Assignor has duly executed this Trademark Assignment as of the first date written above.

ALC & CO, LLC

By: 

Name: ELLEN KINNEY

Title: PRESIDENT

Schedule A
Trademarks

<u>Country</u>	<u>Trademark</u>	<u>Serial Number/Registration Number</u>
United States	A.L.C.	6130511
United States	ALC	4003425
United States	ANDREA LIEBERMAN	4063651
European Union	ALC	013879473
Canada	ALC	TMA939653
China	ALC	30936512
Mexico	ALC	1587009
S. Korea	ALC	401270447
WIPO & United Kingdom	ALC	1122072