

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM704237

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|---|--|-----------------------|---------------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Atlanta De Cadenet Taylor | | 10/09/2021 | INDIVIDUAL: UNITED STATES |
| RECEIVING PARTY DATA | | | |
| Name: | Lushious World Inc. | | |
| Street Address: | 465 W. 23rd Street, 10cd | | |
| City: | New York | | |
| State/Country: | NEW YORK | | |
| Postal Code: | 10011 | | |
| Entity Type: | Corporation: DELAWARE | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Serial Number: | 90267828 | LUSHIOUS | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 2023187707 | | |
| <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: | 202-251-6920 | | |
| Email: | tm@potomaclaw.com | | |
| Correspondent Name: | Julia Anne Matheson | | |
| Address Line 1: | 1300 Pennsylvania Avenue, NW | | |
| Address Line 2: | Suite 700 | | |
| Address Line 4: | Washington, D.C. 20004 | | |
| NAME OF SUBMITTER: | Julia Anne Matheson | | |
| SIGNATURE: | /Julia Anne Matheson/ | | |
| DATE SIGNED: | 01/24/2022 | | |
| Total Attachments: 1 | | | |
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CH \$40.00 90267828

TRADEMARK ASSIGNMENT


WHEREAS, individual Atlanta De Cadenet Taylor (“Assignor”), an individual with an address at 1888 Century Park East, Suite 900, Los Angeles, California 90067 is the owner of all right, title and interest in and to U.S. Trademark Application No. 90267828 (“the Application”) for the mark LUSHIOUS covering “swimwear and swimsuits” and filed on an intent-to-use basis on October 21, 2020 (the “Mark”); and

WHEREAS, since the filing of the Application, Assignor has continued the pursue activities directed towards future use of the Mark including, in particular, the formation of Lushious World Inc, a Delaware corporation, with a principal place of business at 465 W. 23rd Street, 10cd, New York, NY 10011 (“Assignee”) through which the nascent business will operate; and

WHEREAS, in furtherance of the business, Taylor desires to assign all of her right, title, and interest in and to the Mark, together with the goodwill associated therewith, to Assignee, and Assignee desires to acquire the same;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns and transfers to Assignee, its successors and assigns, all of Assignor’s right, title and interest in and to the Mark, together with the goodwill of the business symbolized by the Mark, and with the right to recover damages and profits for past infringement, if any.

IN WITNESS WHEREOF, Assignor has caused this document to be executed as of this 9 day of October, 2021.



Atlanta De Cadenet Taylor