

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM772119

<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>
Rachel Zoe, Inc.		12/15/2021	Corporation: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Daley, LLC		
<b>Street Address:</b>	700 North San Vicente Boulevard		
<b>City:</b>	West Hollywood		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	90069		
<b>Entity Type:</b>	Limited Liability Company: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	6436179	PARRISH LA	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	4156597357		
<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>	415-836-2557		
<b>Email:</b>	sddocket@us.dlapiper.com		
<b>Correspondent Name:</b>	Heather A. Dunn, Esq.		
<b>Address Line 1:</b>	555 Mission Street, Suite 2400		
<b>Address Line 4:</b>	San Francisco, CALIFORNIA 94105-2933		
<b>ATTORNEY DOCKET NUMBER:</b>	439604-900114		
<b>NAME OF SUBMITTER:</b>	Aislinn N. Smalling, Esq.		
<b>SIGNATURE:</b>	/Aislinn Smalling/		
<b>DATE SIGNED:</b>	12/06/2022		
<b>Total Attachments: 2</b>			
source=TM Assignment (RZI-Daley) (2)#page1.tif			
source=TM Assignment (RZI-Daley) (2)#page2.tif			

CH \$40.00 6436179

## Trademark Assignment

This Trademark Assignment is made this December 15, 2021 by and between Rachel Zoe, Inc. and Daley, LLC.

WHEREAS, Rachel Zoe, Inc., a California Corporation, having a principal business address of 700 North San Vicente Boulevard, West Hollywood, CA 90069 (hereinafter referred to as "Assignor") is the owner of all right, title and interest in and to the United States Trademark and Service Mark Registrations and Applications set for the in the attached Exhibit A (hereinafter collectively referred to as the "Marks");

WHEREAS, Assignor is desirous of assigning all right, title, and interest in and to the Marks to Daley, LLC, a California limited liability company, having a principal business address of 700 North San Vicente Boulevard, West Hollywood, CA 90069 (hereinafter referred to as "Assignee"), and Assignee is desirous of acquiring all right, title, and interest in and to the Marks, including any and all common law rights in and to the Marks.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest throughout the world in and to the Marks, together with all of the goodwill of the business symbolized by said Marks and the right to recover damages, profits, and all other remedies for all past and future infringements thereof.

Signed December 15, 2021

ASSIGNOR

Rachel Zoe, Inc.

DocuSigned by:

*Rodger Berman*

By: Rodger Berman

Title: Authorized Signatory

**Exhibit A.  
Marks**

Registered Marks:

Reg. No. 6436179 , in Class 25 (Parrish LA)