

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM341776

<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>
Everyday California Holdings, LLC		05/14/2015	LIMITED LIABILITY COMPANY: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	EDCA LLC		
<b>Street Address:</b>	c/o United States Corporation Company		
<b>Internal Address:</b>	2711 Centerville Road, Suite 400		
<b>City:</b>	Wilmington		
<b>State/Country:</b>	DELAWARE		
<b>Postal Code:</b>	19808		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4575242	EVERYDAY CALIFORNIA	
<b>Registration Number:</b>	4564039		
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	3102030567		
<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>	310-203-8080		
<b>Email:</b>	trademarkdocket@jmbm.com		
<b>Correspondent Name:</b>	Rod S. Berman		
<b>Address Line 1:</b>	Jeffer Mangels Butler & Mitchell LLP		
<b>Address Line 2:</b>	1900 Avenue of the Stars, 7th Floor		
<b>Address Line 4:</b>	Los Angeles, CALIFORNIA 90067		
<b>ATTORNEY DOCKET NUMBER:</b>	74869-0001		
<b>NAME OF SUBMITTER:</b>	Rod S. Berman		
<b>SIGNATURE:</b>	/rod s. berman/		
<b>DATE SIGNED:</b>	05/19/2015		
<b>Total Attachments: 2</b>			
source=U.S. Trademark Assignment (signed) - Everyday California Holdings, LLC to EDCA LLC#page1.tif			

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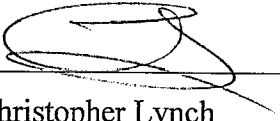
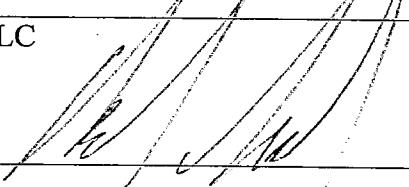
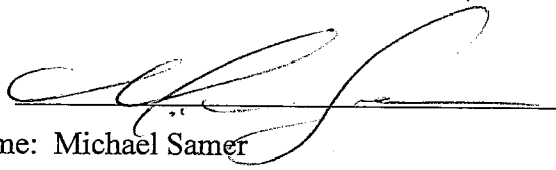
TRADEMARK ASSIGNMENT

WHEREAS, EVERYDAY CALIFORNIA HOLDINGS, LLC, a California limited liability company, having its principal address at 7472 La Jolla Boulevard, La Jolla, California 92037, United States ("Assignor") is the owner of the trademarks and registrations listed in Exhibit A attached hereto and incorporated herein by this reference (collectively hereinafter referred to as the "Marks), and the goodwill associated therewith.


WHEREAS, EDCA LLC, a Delaware limited liability company, having its principal address at c/o United States Corporation Company, 2711 Centerville Road, Suite 400, Wilmington, Delaware 19808, United States ("Assignee"), desires to acquire all of Assignor's right, title and interest in and to the Marks, as well as the goodwill associated therewith.

NOW, THEREFORE, in consideration of the foregoing and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, assign, transfer and convey to Assignee, and Assignee does hereby accept from Assignor, the Marks, and the goodwill associated therewith, effective as of the date of this Assignment, together with the right to bring and prosecute any claims or causes of action for past infringement of the Marks.

IN WITNESS WHEREOF, this Assignment is effective as of May 14, 2015.

EVERYDAY CALIFORNIA HOLDINGS, LLC By:  Name: Christopher Lynch Title: Member	EDCA LLC By:  Name: Howard Siegel Title: President & Chief Operating Officer
EVERYDAY CALIFORNIA HOLDINGS, LLC By:  Name: Michael Samer Title: Member	

**EXHIBIT A**

<b><u>Mark</u></b>	<b><u>Country</u></b>	<b><u>Class</u></b>	<b><u>Reg. No.</u></b>	<b><u>Status</u></b>
EVERYDAY CALIFORNIA	U.S.	25	4575242	Registered
	U.S.	25	4564039	Registered