

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM407738

SUBMISSION TYPE:	RESUBMISSION		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
RESUBMIT DOCUMENT ID:	900385693		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Iconic Brands LLC		11/21/2016	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	Dr. Fresh, LLC		
Street Address:	6645 Caballero Blvd.		
City:	Buena Park		
State/Country:	CALIFORNIA		
Postal Code:	90620		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85187749	DAZZLING WHITE	
CORRESPONDENCE DATA			
Fax Number:	7144277799		
<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:	714-427-7405		
Email:	ipocdocket@swlaw.com		
Correspondent Name:	Ketan S. Vakil - Snell & Wilmer LLP		
Address Line 1:	600 Anton Blvd., Suite 1400		
Address Line 4:	COSTA MESA, CALIFORNIA 92626		
ATTORNEY DOCKET NUMBER:	15781.06900		
NAME OF SUBMITTER:	Ketan S. Vakil		
SIGNATURE:	/Ketan S. Vakil/		
DATE SIGNED:	12/05/2016		
Total Attachments: 1			
source=15781-06900 Dazzling White Assignment-Iconic to DRF Fully Executed#page1.tif			

ASSIGNMENT OF TRADEMARK

Whereas, Iconic Brands LLC (Assignor), a limited liability company organized under the laws of the State of Delaware, having its principal place of business at 560 West Lambert Road, Suite # B, Brea, CA 92821, is the owner of the U.S. trademark identified below;

Whereas, Dr. Fresh, LLC (Assignee), a limited liability company organized under the laws of the State of Delaware, having its principal place of business at 6645 Caballero Blvd., Buena Park, CA 90620, is desirous of acquiring all rights to said U.S. trademark, including all common-law rights thereto and all goodwill associated thereto;


Now, therefore, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee, and its assigns and successors in interest, all rights, title and interest in and to the following U.S. trademark:

U.S. Trademark	Serial Number and Registration Number	Registration Date
Dazzling White	85/187,749 and 4001860	July 26, 2011

together with the goodwill of the business symbolized by said trademark and any applications and registrations thereof, and including all common-law and other rights, all claims, demands and causes for action, both at law and in equity, that Assignor may have, or may hereinafter acquire, on account of any infringement of said trademark and any applications and registrations thereof prior to the date hereof, and does hereby empower Assignee, and its assigns and successors in interest, to sue for and collect the same, to its and their own and absolute use. Assignor hereby agrees that it will execute any additional documents necessary to complete the recordal of this assignment in any country or jurisdiction where necessary.

IN WITNESS WHEREOF, the undersigned, being duly authorized and acting on behalf of the Assignor and Assignee, does hereby execute this assignment to take effect on the 21st day of November, 2016.

ASSIGNOR



Iconic Brands LLC
Puneet Nanda

ASSIGNEE



Dr. Fresh, LLC
Sandip Grewal