

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM458592

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
LDLA Holdings, LLC		01/05/2018	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	Living Doll, LLC		
Street Address:	1515 E. 15th Street		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90021		
Entity Type:	Limited Liability Company: CALIFORNIA		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Serial Number:	85258524	ABOUT A GIRL	
Serial Number:	77881077	LIVING DOLL	
Serial Number:	85717275	LIVING DOLL LOS ANGELES	
Serial Number:	87247091	WE CALL IT SOCCER	
CORRESPONDENCE DATA			
Fax Number:	2138915031		
<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:	2138915031		
Email:	trademark@buchalter.com		
Correspondent Name:	Jessie Reider, CA Bar 237113		
Address Line 1:	1000 Wilshire Blvd., Suite 1500		
Address Line 2:	Buchalter		
Address Line 4:	Los Angeles, CALIFORNIA 90017		
NAME OF SUBMITTER:	Jessie K Reider, CA Bar No. 237113		
SIGNATURE:	/jkr/		
DATE SIGNED:	01/18/2018		
Total Attachments: 2			
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CH \$115.00 85258524

Trademark Assignment

WHEREAS LDLA Holdings, LLC, a Delaware limited liability company with an address of 1515 E. 15th Street, Los Angeles, California 90021 (hereinafter "Assignor"), owns, has used in its business and/or has rights, title and/or interest in the trademarks, including those represented by the trademark applications and registrations, identified in Exhibit A herein, attached hereto and incorporated by this reference, and the goodwill symbolized by the trademarks and all common law rights thereto (hereinafter collectively the "Marks");

WHEREAS Living Doll, LLC, a California limited liability company formerly known as Big Strike, LLC, with an address of 1515 E. 15th Street Los Angeles CALIFORNIA 90021 ("Assignee") desires to acquire by formal, recordable assignment the entire right, title and interest in and to the Marks, all common law rights in and to the Marks, as well as the goodwill symbolized by the Marks, and all on-going and existing business associated with the Marks; and

WHEREAS the parties desire to memorialize the assignment of the Marks and all common law rights in and to the Marks, together with the goodwill of the business symbolized therein, all on-going and existing business associated with the Marks and all common law rights relating thereto, and all rights to recover for past infringement.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all right title and interest in and to the Marks and all common law rights in and to the Mark, together with the goodwill symbolized by the Marks, all on-going and existing business associated with the Marks and all common law rights relating thereto.

AGREED TO AND ACCEPTED BY ASSIGNOR:

Dated: 01/05/18

By: 
LDLA Holdings, LLC

AGREED TO AND ACCEPTED BY ASSIGNEE:

Dated: 01/05/18

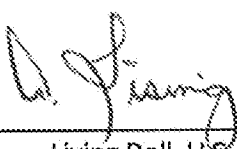
By: 
Living Doll, LLC

EXHIBIT A
Trademarks

<u>Country</u>	<u>Trademark</u>	<u>Status</u>	<u>Serial No.</u>	<u>Reg. Number</u>
US	ABOUT A GIRL	Registered	85258524	4184031
US	LIVING DOLL	Registered	77881077	4214334
US	LIVING DOLL LOS ANGELES and Star Design	Registered	85717275	4420733
US	WE CALL IT SOCCER	Published	87247091	
CA	LIVING DOLL LOS ANGELES and Star Design	Pending	1612786	
CN	LIVING DOLL LOS ANGELES and Star Design	Registered	12189493	12189493
CN	LIVING DOLL LOS ANGELES and Star Design	Registered	12189494	12189494
EM	LIVING DOLL LOS ANGELES and Star Design	Registered	011604337	011604337
JP	LIVING DOLL LOS ANGELES and Star Design	Registered	2013011131	5602507
KR	LIVING DOLL	Registered	20139858	401013790
KR	LIVING DOLL LOS ANGELES and Star Design	Registered	20139954	401032419
CA	LIVING DOLL LOS ANGELES (Stylized and design)	Pending	1779065	