

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM453511

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	RELEASE OF SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Western Alliance Bank		12/06/2017	Corporation: ARIZONA
RECEIVING PARTY DATA			
Name:	Fridababy, LLC		
Street Address:	82 NE 26th Street, Suite 101		
City:	Miami		
State/Country:	FLORIDA		
Postal Code:	33137		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	86647745	THE FUSS STOPS HERE	
Serial Number:	87118497	FRIDABABY	
CORRESPONDENCE DATA			
Fax Number:	8586385130		
<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:	619-699-2700		
Email:	susan.reynolds@dlapiper.com		
Correspondent Name:	DLA Piper LLP (US)		
Address Line 1:	401 B Street, Suite 1700		
Address Line 4:	San Diego, CALIFORNIA 92101		
NAME OF SUBMITTER:	Matt Schwartz		
SIGNATURE:	/s/ Matt Schwartz		
DATE SIGNED:	12/06/2017		
Total Attachments: 2			
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REASSIGNMENT AND RELEASE OF SECURITY INTEREST

This Reassignment and Release of Security Interest is executed as of December 6, 2017 by WESTERN ALLIANCE BANK, an Arizona corporation ("Assignor") for the benefit of FRIDABABY, LLC, a Delaware limited liability company ("Assignee"), having its principal business address located at 82 NE 26th Street, Suite 101, Miami, Florida 33137.

RECITALS

A. WHEREAS, Assignee assigned certain interests in the intellectual property described on Exhibit A (the "Intellectual Property") to the Assignor under that certain Intellectual Property Security Agreement dated as of May 5, 2017 (the "Agreement"), and subsequently recorded with the U.S. Patent and Trademark Office; and

B. WHEREAS, Assignor wishes to release and reassign all interest that Assignor may have in the Intellectual Property under the Agreement.

AGREEMENT

Now, therefore, Assignor agrees that it releases its security interest in the Intellectual Property under the Agreement and reassigns to Assignee, without warranty or recourse, all interest of Assignor in the Intellectual Property.

Address:

55 Almaden Boulevard, Suite 100
San Jose, California 95113

ASSIGNOR:

WESTERN ALLIANCE BANK

By: _____

Title: _____

EXHIBIT A

Trademarks

Registration No.	Serial No.	Title	File Date
5023736	86647745	THE FUSS STOPS HERE	6/1/2015
5155772	87118497	FRIDABABY	7/27/2016