

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM533195

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Loverly, Inc.		07/23/2019	Corporation: NEW YORK
RECEIVING PARTY DATA			
Name:	Lisa Del Greco		
Street Address:	605 Third Avenue, Suite 2300		
Internal Address:	c/o Hodgson Russ LLP		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10158		
Entity Type:	INDIVIDUAL: UNITED STATES		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3568565	LOVERLY	
Registration Number:	3731796	LOVERLY	
CORRESPONDENCE DATA			
Fax Number:	6462187663		
<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:	6462187537		
Email:	rmcgonig@hodgsonruss.com		
Correspondent Name:	Ryan A. McGonigle		
Address Line 1:	605 Third Avenue, Suite 2300		
Address Line 4:	New York, NEW YORK 10158		
NAME OF SUBMITTER:	Ryan A. McGonigle		
SIGNATURE:	/Ryan A. McGonigle/		
DATE SIGNED:	07/23/2019		
Total Attachments: 2			
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OP \$65.00 3568565

**ASSIGNMENT OF UNITED STATES TRADEMARKS
AND REGISTRATIONS THEREFOR**

WHEREAS, Loverly, Inc. (“Assignor”), a corporation organized under the laws of the State of New York, located and doing business at 24-40 42nd Street, Astoria, New York 11103, has adopted, used and is using the following marks which are registered in the U.S. Patent and Trademark Office as follows:

MARK	REGISTRATION NO.	ISSUE DATE
LOVERLY and Design	3568565	January 27, 2009
LOVERLY and Design	3731796	December 29, 2009

(hereinafter, the “Marks”).

WHEREAS, Lisa Del Greco (“Assignee”), a citizen of the United States and resident of the State of New York, located and doing business at c/o Hodgson Russ LLP, 605 3rd Avenue, Suite 2300, New York, New York 10158 is desirous of acquiring said Marks, the registrations therefor and the goodwill associated therewith;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns, transfers, conveys, sets over, and delivers unto Assignee and Assignee’s successors and assigns forever: (i) all of Assignor’s right, title, and interest in and to the Marks, together with the goodwill of the business connected with the use thereof and symbolized thereby; (ii) the right to apply for and obtain registrations for the Marks and all rights of renewal and extensions thereof; (iii) all common-law rights related to the Marks; and (iv) the right to sue for all past, present, and future infringements, dilutions, and other violations of the Marks and to recover damages and other amounts related thereto. Assignor will cooperate and work with Assignee and will provide and execute any and

all additional papers, documents, or instruments necessary to complete the Assignment herein and vest title to and ownership of the Marks in Assignee.

Dated: July 23, 2019

LOVERLY, INC.

By: 
Name: Lisa Del Greco
Title: *President*