

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM540492

<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>
Popular Culture, LLC		09/11/2019	Limited Liability Company: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	SKIMS BODY, INC.		
<b>Street Address:</b>	3578 Hayden Avenue, Ste N-1		
<b>City:</b>	Culver City		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	90232		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>PROPERTY NUMBERS Total: 4</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	88515219	SKIMS	
<b>Serial Number:</b>	88515249	SKIMS SOLUTIONS	
<b>Serial Number:</b>	88515278	SKIMS SOLUTIONWEAR	
<b>Serial Number:</b>	88530317	SKIMS BODY	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2165796073		
<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>	2165791700		
<b>Email:</b>	ascheidler@pearne.com		
<b>Correspondent Name:</b>	Pearne & Gordon LLP		
<b>Address Line 1:</b>	1801 East 9th Street		
<b>Address Line 2:</b>	Suite 1200		
<b>Address Line 4:</b>	Cleveland, OHIO 44114		
<b>NAME OF SUBMITTER:</b>	Steven J. Solomon		
<b>SIGNATURE:</b>	/stevenjsolomon/		
<b>DATE SIGNED:</b>	09/12/2019		
<b>Total Attachments: 1</b>			
source=SKIMS-Exec-Assignment#page1.tif			

CH \$115.00 88515219

ASSIGNMENT OF TRADEMARK AND RIGHTS

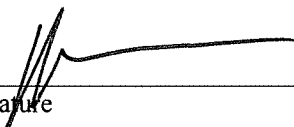
For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Popular Culture, LLC, a limited liability company organized under the laws of Delaware, having an address at 3578 Hayden Avenue, Suite N1, Culver City, California, United States (hereafter "Assignor") hereby sells, assigns and transfers to SKIMS BODY, INC., a corporation organized under the laws of Delaware, having an address at 3578 Hayden Avenue, Suite N1, Culver City, California, United States, its successors and assigns (collectively hereafter "Assignee"), all of Assignor's right, title and interest in the United States and throughout the world in and to the following United States Trademark Applications:

Ser. No. 88/515,219 for SKIMS;  
Ser. No. 88/515,249 for SKIMS SOLUTIONS;  
Ser. No. 88/515,278 for SKIMS SOLUTIONWEAR; and  
Ser. No. 88/530,317 for SKIMS BODY;

together with all of Assignor's interest in the marks to which said applications pertain (the "Marks"), Assignor's common law rights in the Marks, that portion of the business to which the Marks pertain, and all goodwill of the business associated with the Marks, and the right to sue for past infringement of the Marks.


Assignor further covenants and agrees, for itself and for its successors and assigns, that at Assignee's request Assignor will execute and deliver all applications, declarations, assignment documents and other instruments as may be necessary or advisable to secure for or vest in Assignee, its successors or assigns, all right, title and interest in and to any application for registration, certificate of registration, trademark right or other right or property covered by this Assignment.

**Popular Culture, LLC**

  
\_\_\_\_\_  
Signature  
9/11/19  
\_\_\_\_\_  
Date  
JENS GREDE  
\_\_\_\_\_  
Printed Name  
CEO & Chairman  
\_\_\_\_\_  
Title

ACCEPTED BY:

**SKIMS BODY, INC.**

  
\_\_\_\_\_  
Signature  
9/11/19  
\_\_\_\_\_  
Date  
Jennifer Arrache  
\_\_\_\_\_  
Printed Name  
CFO  
\_\_\_\_\_  
Title