

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM334656

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
CSS, INC.		03/09/2015	LIMITED LIABILITY COMPANY: NEW JERSEY
RECEIVING PARTY DATA			
Name:	MY SHINEY HINEY LLC		
Street Address:	35 Love Lane		
City:	Netcong		
State/Country:	NEW JERSEY		
Postal Code:	07857		
Entity Type:	LIMITED LIABILITY COMPANY: NEW JERSEY		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	86354281	MY SHINEY HINEY	
CORRESPONDENCE DATA			
Fax Number:	2122925391		
<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:	212-292-5390		
Email:	mail@ipcounselors.com		
Correspondent Name:	Epstein Drangel LLP		
Address Line 1:	60 East 42nd Street, Suite 2410		
Address Line 4:	New York, NEW YORK 10165		
ATTORNEY DOCKET NUMBER:	3606-002		
NAME OF SUBMITTER:	Kimberly Ann Klibert		
SIGNATURE:	/Kimberly Ann Klibert/		
DATE SIGNED:	03/10/2015		
Total Attachments: 1			
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OP \$40.00 86354281

TRADEMARK ASSIGNMENT

WHEREAS, CSS, INC., a New Jersey limited liability company, having an address of 35 Love Lane, Netcong, NEW JERSEY 07857 (hereinafter the 'ASSIGNOR') is the owner of the trademark MY SHINEY HINEY, the application therefor, U.S. Application Ser. No. 86/354,281, and the goodwill of the business symbolized thereby;

AND WHEREAS, MY SHINEY HINEY LLC, a New Jersey limited liability company, having an address of 35 Love Lane, Netcong, NEW JERSEY 07857 (hereinafter the 'ASSIGNEE') is desirous of acquiring all rights, title and interest in and to the trademark MY SHINEY HINEY, the application therefor, U.S. Application Ser. No. 86/354,281, and the goodwill of the business symbolized thereby;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR does, hereby assign and transfer unto said ASSIGNEE, its successors and assigns, all of its rights, title and interest in and to the trademark MY SHINEY HINEY, the application therefor, U.S. Application Ser. No. 86/354,281, and the goodwill of the business symbolized thereby;

AND ASSIGNOR also assigns and transfers to ASSIGNEE, any and all causes of action, claims, demands or other rights occasioned from or because of any and all past infringement of any of the trademark MY SHINEY HINEY;

AND ASSIGNOR further agrees that upon request, it will execute any and all documents necessary to vest all rights, title and interest in and to the trademark MY SHINEY HINEY, the application therefor, U.S. Application Ser. No. 86/354,281.

CSS, INC.

Dated: 3-9-15

By: 

Print Name:

Title: CORPORATE COUNSEL