

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM336638

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Catherine Atzen		03/27/2015	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	ATZEN INC.		
Street Address:	PO Box 1849		
City:	Los Gatos		
State/Country:	CALIFORNIA		
Postal Code:	95031		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	86562760	BETTER THAN ORGANIC	
CORRESPONDENCE DATA			
Fax Number:	3109989109		
<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:	3109989100		
Email:	tm@conklelaw.com		
Correspondent Name:	H. Kim Sim of Conkle, Kremer & Engel		
Address Line 1:	3130 Wilshire Blvd.		
Address Line 2:	Suite 500		
Address Line 4:	Santa Monica, CALIFORNIA 90403		
ATTORNEY DOCKET NUMBER:	0152.503		
NAME OF SUBMITTER:	H. Kim Sim		
SIGNATURE:	/H. Kim Sim/		
DATE SIGNED:	03/30/2015		
Total Attachments: 2			
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ASSIGNMENT OF TRADEMARKS

Whereas, Catherine Atzen ("Assignor") a United States Individual with an address of PO Box 1849, Los Gatos, CA 95031, is the owner of the trademark and registrations thereof, listed on Attachment A (collectively, the "Trademarks").

Whereas, ATZEN INC. ("Assignee"), a Delaware Corporation, with an address of PO Box 1849, Los Gatos, CA 95031, wishes to acquire all the right, title and interest to said Trademarks, and registrations thereof, together with all goodwill pertaining thereto.

THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor assigns the Trademarks to Assignee as follows:

1. GRANT OF RIGHTS:

Assignor irrevocably grants, sells, transfers, assigns and delivers to Assignee, all right, title and interest of every kind and character throughout the world that it has, if any, in and to the Trademarks and the goodwill of the business pertaining thereto, including the right to and all claims for past damages, it being acknowledged and understood that it is the intention of this assignment to confer upon Assignee, Assignor's full and complete title to and ownership of the Trademarks, for their life, or any term allowed by the law of the jurisdiction of their registration.

Each party has agreed to and executed this Assignment as of March 27th, 2015.

ASSIGNOR:

Catherine Atzen, Individual

By: Catherine Atzen
Name: CATHERINE ATZEN
Its: _____

ASSIGNEE:

ATZEN INC., Corporation

By: Catherine Atzen
Name: CATHERINE ATZEN
Its: CEO

Attachment A

Trademark	Country	Status	App. No.	Filing Date	Applicant Long Name
BETTER THAN ORGANIC	United States of America	Application	86562760	March 12, 2015	Catherine Atzen, Individual