

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM342205

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Lawrence Taylor		05/19/2015	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Simply Southern Fine Art and Home Décor, LLC		
Street Address:	5 Cherokee Lane		
City:	Covington		
State/Country:	LOUISIANA		
Postal Code:	70433		
Entity Type:	LIMITED LIABILITY COMPANY: LOUISIANA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3335887	SIMPLY SOUTHERN	
CORRESPONDENCE DATA			
Fax Number:	2253820232		
<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:	2253817000		
Email:	wdelaune@bakerdonelson.com		
Correspondent Name:	Warner J. Delaune		
Address Line 1:	450 Laurel Street		
Address Line 2:	Chase North Tower, FL 20		
Address Line 4:	Baton Rouge, LOUISIANA 70801		
ATTORNEY DOCKET NUMBER:	SIMPLY SOUTHERN		
NAME OF SUBMITTER:	Warner J. Delaune		
SIGNATURE:	/Warner J. Delaune/		
DATE SIGNED:	05/22/2015		
Total Attachments: 3			
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OP \$40.00 3335887

TRADEMARK ASSIGNMENT AGREEMENT

This Trademark Assignment Agreement together with the attached Exhibit "A" (collectively, the "Agreement") is made by and between:

Lawrence Taylor, doing business as "Simply Southern", an individual residing at 6495 Trieda Drive, Melbourne Florida 32940, formerly of 11949 Ridgeway Park Drive, Charlotte, North Carolina 28277 ("Assignor"); and

Simply Southern Fine Art and Home Décor, LLC, a Louisiana limited liability company with its principle place of business at 5 Cherokee Lane, Covington, Louisiana 70433 ("Assignee").

This Agreement is effective as of the 12th day of May, 2015 ("Effective Date"). Assignor and Assignee are individually referred to herein each as a "Party" and collectively as the "Parties".

WITNESSETH:

WHEREAS, Assignor is the owner of all right, title and interest in and to the transferred Trademarks set forth on Exhibit A attached hereto (the "Transferred Trademarks"), together with the goodwill of the business connected with and symbolized by the Transferred Trademarks.

NOW, THEREFORE, in consideration of the mutual promises hereinafter set forth and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Parties agree as follows:

1. Assignor hereby sells, assigns, conveys, transfers and delivers to Assignee all of its right, title and interest in and to the Transferred Trademarks together with the goodwill associated therewith (including the right to renew any registrations in the Transferred Trademarks), the right to recover damages and profits and all other remedies for past infringements, and all other rights, privileges and benefits contained therein and pertaining thereto. The Parties agree that the purchase price for the Transferred Trademarks shall be the sum of four thousand five hundred dollars (USD \$4,500.00), payable in a lump sum from Assignee to Assignor immediately after the execution of this Agreement.

2. Assignor hereby covenants that, from time to time after the delivery of this instrument, at Assignee's request, Assignor shall do, execute, acknowledge and deliver, or shall cause to be done, executed, acknowledged and delivered such further acts, conveyances, transfers and assignments as Assignee may reasonably require to convey, transfer to and vest in Assignee, and to put Assignee in possession of, any of the Transferred Trademarks.

3. Assignee shall be responsible for, and shall pay all expenses involved in notarization, authentication, legalization and/or consularization of the signatures of Assignee's representatives on the individual trademark assignment documents, by country, and recording such assignment documents with the appropriate Governmental Authorities. Assignor shall provide draft assignments documents, by country, at Assignee's expense, for approval by Assignee. Assignor shall be responsible for, and shall pay all expenses involved in notarization, authentication, legalization and/or consularization of the signatures of

Assignor's representatives on the individual trademark assignment documents regarding the Transferred Trademarks, by country.

4. This Agreement shall be binding on and inure to the benefit of and be enforceable by the Parties hereto and their respective successors and assigns. Nothing in this Agreement shall be deemed to create or imply any right or benefit in any person other than Assignor or Assignee.

5. This Agreement shall be governed in all respects by the law of the State of Louisiana (USA), and shall be subject to the exclusive jurisdiction of the courts of Louisiana (USA).

6. This Agreement may be executed in multiple counterparts, each of which will be deemed to be an original but all of which taken together will constitute one and the same agreement. This Agreement, to the extent signed and delivered by means of a facsimile machine or other electronic transmission, will be treated in all manners and respects as an original agreement and will be considered to have the same binding legal effects as if it were the original signed version thereof delivered in person.

IN WITNESS WHEREOF, the Parties have caused this Agreement to be executed by their duly authorized officers as of the day first written above.

ASSIGNOR:

LAWRENCE TAYLOR
dba SIMPLY SOUTHERN

By: 

Name: Lawrence Taylor

Date: 19 May 2015

ASSIGNEE:

SIMPLY SOUTHERN FINE ARTS
AND HOME DÉCOR, LLC

By: 

Name: Rebecca A. Bradford, Member

Date: MAY 20, 2015

EXHIBIT A

TRANSFERRED TRADEMARKS

JURISDICTION	MARK	APPLICATION/ REGISTRATION NUMBER	INTERNATIONAL CLASS; STATUS
U.S.A.	SIMPLY SOUTHERN	3,335,887	35