

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM343397

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
BloomBagz LLC		01/19/2015	LIMITED LIABILITY COMPANY: WISCONSIN
RECEIVING PARTY DATA			
Name:	Bloem, LLC		
Street Address:	P.O. Box 583		
City:	Hudsonville		
State/Country:	MICHIGAN		
Postal Code:	49426		
Entity Type:	LIMITED LIABILITY COMPANY: MICHIGAN		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	4727537	BLOOMBAGZ	
Serial Number:	86397754	BLOOMBAGZ!	
CORRESPONDENCE DATA			
Fax Number:			
<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:	616-975-5500		
Email:	clark@glbf.com		
Correspondent Name:	Gardner Linn Burkhardt & Flory LLP		
Address Line 1:	2851 Charlevoix Dr. SE, Suite 207		
Address Line 4:	GRAND RAPIDS, MICHIGAN 49546		
ATTORNEY DOCKET NUMBER:	BLO02 T-103/104		
NAME OF SUBMITTER:	Matthew D. Kendall		
SIGNATURE:	/mdk/		
DATE SIGNED:	06/03/2015		
Total Attachments: 1			
source=Trademark Assignment-Signed#page1.tif			

OP \$65.00 4727537

TRADEMARK ASSIGNMENT

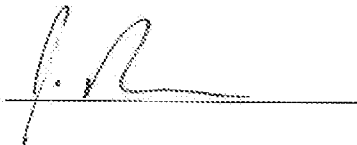
WHEREAS, BloomBagz LLC, a limited liability company of the state of Wisconsin, having a place of business at 1775 E. Matthew Drive, De Pere, Wisconsin 54115 (hereinafter referred to as "ASSIGNOR"), is the owner of the trademarks **BLOOMBAGZ** and **BLOOMBAGZ!** (and design: ~~flower~~), which trademarks are pending federal registration in the United States Patent and Trademark Office under Trademark Application Serial Nos. 86/397,749 and 86/397,754, respectively, both filed on September 17, 2014, and both in use in connection with the following goods: Planters, pots, and containers for flowers and plants, in Class 21; and

WHEREAS, Bloem, LLC, a limited liability company of the State of Michigan, having a place of business at 4406 Oak Meadow Drive, Hudsonville, Michigan 49426 (hereinafter referred to as "ASSIGNEE"), is succeeding to the business, assets and goodwill of said ASSIGNOR and is desirous of acquiring said trademarks, the accompanying goodwill, the ongoing business associated with said trademarks, and the above-referenced trademark applications.

NOW, THEREFORE, in consideration of the sum of one Dollar (\$1.00), and other good and valuable consideration to it paid, the receipt of which is hereby acknowledged, ASSIGNOR does sell, assign and transfer to ASSIGNEE the entire right, title and interest in and to said trademarks as used with the indicated goods, and the applications thereof, namely, United States Trademark Applications Serial Nos. 85/397,749 and 86/397,754, together with the ongoing business associated with said trademarks, the goodwill of the business in connection with which the marks are used, and in and to any and all rights or causes of action now arising out of past or present infringement or other trespass upon said marks.

IN TESTIMONY WHEREOF, Assignor has hereunto executed this assignment on this 19th day of January, 2015, by its duly authorized and legal representative.

Witness:



BLOOMBAGZ LLC

By: Erin M. Nelson
Erin M. Nelson
Principal