

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM351704

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Douglas Muir		08/14/2015	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	C & O, Inc.		
Street Address:	1413 S. Howard Avenue, Suite 100		
City:	Tampa		
State/Country:	FLORIDA		
Postal Code:	33606		
Entity Type:	CORPORATION: FLORIDA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4627009	BELLA'S	
CORRESPONDENCE DATA			
Fax Number:	8032559831		
<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:	803-799-2000		
Email:	ip@nelsonmullins.com		
Correspondent Name:	Nelson Mullins Riley & Scarborough LLP		
Address Line 1:	100 North Tryon Street		
Address Line 2:	42nd Floor, IP Department		
Address Line 4:	Charlotte, NORTH CAROLINA 28202		
ATTORNEY DOCKET NUMBER:	44169/09000		
NAME OF SUBMITTER:	Charles G. Zug		
SIGNATURE:	/Charles G. Zug/		
DATE SIGNED:	08/17/2015		
Total Attachments: 1			
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CH \$40.00 4627009

ASSIGNMENT

This is an ASSIGNMENT by Douglas Muir ("Assignor"), an individual and citizen of the United States, having an address 230 Court Square, Suite 202, Charlottesville, Virginia 22902, to and for the benefit of C & O, Inc. ("Assignee"), a corporation organized under the laws of Florida, having an address of 1413 S. Howard Avenue, Suite 100, Tampa, Florida 33606.

Recitals

WHEREAS, Assignor owns a registration at the United States Patent and Trademark Office for the following stylized design service mark (the "BELLA'S and Design Mark"):

Mark	Registration Number	Registration Date
	4,627,009	October 28, 2014

(the "Registration");

WHEREAS, Assignor desires to convey, assign, and deliver to Assignee all of Assignor's right, title, and interest in and to the Registration and the BELLA'S and Design Mark depicted therein, together with any and all common law rights derived from Assignor's use of the BELLA'S and Design Mark, and with the goodwill of the business symbolized by such mark.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns and transfers to Assignee, its successors and assigns, any and all of Assignor's right, title and interest in and to the BELLA'S and Design Mark, including any and all common law trademark and service mark rights therein, including the Registration listed above and any other applications or registrations for the BELLA'S and Design Mark, together with the goodwill of the business symbolized by the BELLA'S and Design Mark and Registration being assigned, and all causes of action for any and all past infringements of the rights being assigned and the right to retain the proceeds therefrom.

IN WITNESS WHEREOF, Assignor has executed this instrument on the date indicated below.

Date: 8-14-15

Signed: 

Douglas Muir

Notarial Acknowledgement

City/County of Charlottesville
Commonwealth of Virginia

The foregoing instrument was acknowledged before me this 14th day of August, 2015 by Douglas Muir.

Lisa E. Meadows
Notary Public's signature

Notary Seal

Notary registration number: 187560

My commission expires: June 30, 2016

