

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM365280

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
John J. Schwartz		12/08/2015	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Coup de Foudre LLC		
Street Address:	1040 Main Street, Suite 100		
City:	Napa		
State/Country:	CALIFORNIA		
Postal Code:	94559		
Entity Type:	LIMITED LIABILITY COMPANY: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	86109329	RIEN NE VA PLUS	
CORRESPONDENCE DATA			
Fax Number:	6503300831		
<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:	(650) 330-0830		
Email:	twright@claim1.com		
Correspondent Name:	Edward S. Wright		
Address Line 1:	1100 Alma Street, Suite 207		
Address Line 4:	Menlo Park, CALIFORNIA 94025		
ATTORNEY DOCKET NUMBER:	TA-75034-33		
NAME OF SUBMITTER:	Edward S. Wright		
SIGNATURE:	/esw/		
DATE SIGNED:	12/10/2015		
Total Attachments: 1			
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CH \$40.00 86109329

TRADEMARK ASSIGNMENT

John J. Schwartz, an individual, with a place of business at 1040 Main Street, Suite 100, Napa, California ("Assignor") is the owner of the trademark RIEN NE VA PLUS and has filed an application (Serial No. 86/109,329, filed November 4, 2013) to register that mark in the United States Patent and Trademark Office.

Coup de Foudre LLC, a California Limited Liability Company, with a place of business at 1040 Main Street, Suite 100, Napa, California ("Assignee") desires to acquire the entire right, title and interest in and to the RIEN NE VA PLUS mark and the application to register the same.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged:

1. Assignor hereby sells, assigns, transfers and conveys unto Assignee the entire right, title and interest in and to the RIEN NE VA PLUS mark, the application to register the same (Serial No. 86/109,329, filed November 4, 2013), and the good will of the business symbolized thereby.

2. Assignor shall cooperate with Assignee in order that Assignee can fully enjoy the right, title and interest herein conveyed, including the execution and delivery any and all papers, instruments and other documents, as requested by Assignee, the giving of testimony, and the performance all reasonable other acts required by Assignee.

3. This assignment shall inure to the benefit of and be binding upon the heirs, assigns, successors, and legal representatives of both Assignor and Assignee.

4. Assignor warrants and represents that he has not entered into, and will not enter into, any assignment, contract or understanding in conflict herewith.

IN WITNESS WHEREOF, this Assignment is being executed and delivered as of the date written below.

Dated: December 8, 2015



John J. Schwartz