

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM368798

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
SEQUENCE:	1		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Early Morning LLC		07/01/2014	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	DE REE HOLLAND B.V.		
Street Address:	Lisserbroekerweg 60		
City:	2165 BG Lisserbroek		
State/Country:	NETHERLANDS		
Entity Type:	LIMITED LIABILITY COMPANY: NETHERLANDS		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	2167712	PERFECT PARTNERS	
Registration Number:	2219473	SIMPLE PLEASURES	
Registration Number:	3279663	PERFECT PARTNERS	
CORRESPONDENCE DATA			
Fax Number:	2167713804		
<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:	216-771-3800		
Email:	dphdocket@dpeterhochberg.com		
Correspondent Name:	D. Peter Hochberg		
Address Line 1:	1940 East 6th Street		
Address Line 4:	Cleveland, OHIO 44114		
ATTORNEY DOCKET NUMBER:	SF-2A,SF-2B,SF-2C (90879)		
DOMESTIC REPRESENTATIVE			
Name:	D. Peter Hochberg Co., L.P.A.		
Address Line 1:	1940 East 6th Street		
Address Line 4:	Cleveland, OHIO 44114		
NAME OF SUBMITTER:	D. Peter Hochberg		

OP \$90.00 2167712

SIGNATURE:	/D. Peter Hochberg/
DATE SIGNED:	01/12/2016
Total Attachments: 6 source=SF2Aassignment#page1.tif source=SF2Aassignment#page2.tif source=SF2Aassignment#page3.tif source=SF2Aassignment#page4.tif source=SF2Aassignment#page5.tif source=SF2Aassignment#page6.tif	

EARLY MORNING LLC

ASSIGNMENT OF TRADEMARKS/SERVICE MARKS

Whereas EARLY MORNING LLC ("Early Morning"), a Delaware limited liability company with an address at 5100 Schenley Place, Lawrenceburg, Indiana 47025, United States, has adopted and used certain trademarks, trade names and/or service marks listed on Schedule A attached hereto (hereinafter collectively described as the "Marks"); some of which Marks may be the subject of pending applications with the United States Patent and Trademark Office, some of which Marks may be the subject of registrations with the United States Patent and Trademark Office, some of which Marks may be the subject of pending applications with foreign trademark offices and some of which Marks may be the subject of registrations with foreign trademark offices, as more specifically described on Schedule A; and

Whereas DE REE HOLLAND B.V., a limited liability company, incorporated under Dutch law having an address at Lisserbroekerweg 60, 2165 BG Lisserbroek, The Netherlands (the "Assignee"), is desirous of acquiring said Marks and the goodwill associated therewith.

Now, therefore, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Early Morning does hereby fully assign, transfer and release unto Assignee all of Early Morning's right, title and interest in and to the said Marks, worldwide, including, but not limited to, all of Early Morning's right, title, and interest in and to any national, foreign and United States federal and state pending applications, registrations, renewals and extensions thereof, as well as all common law rights, for such Marks, together with the goodwill of the business symbolized by the Marks and all benefits relating to the foregoing whether before or hereafter accrued (including, without limitation, the exclusive right to apply for, maintain and renew any application and registration for the Marks), free and clear of all liens, claims, encumbrances and interests of any kind. For any United States federal trademark application for which a supported claim of use has not been filed with and accepted by the United States Patent and Trademark Office as of the effective date of this Assignment, Early Morning also does hereby fully assign, transfer and release unto Assignee that portion of Early Morning's business to which the applicable Mark(s) pertain.

Early Morning further assigns, transfers and releases to Assignee any and all royalties, income, payments and proceeds, whether now accrued or accruing in the future, as well as all claims for damages by reason of past, present or future continuing infringement of said Marks, and the right to sue for and collect the same for its own use and benefit and that of its successors, assigns, or other legal representatives.



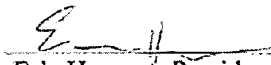
TRADEMARK

REEL: 005706 FRAME: 0943

IN WITNESS WHEREOF, the undersigned has caused this Assignment of Trademarks/Service Marks to be executed as of the day and year indicated below.

Dated: As of July 1, 2014

EARLY MORNING LLC

By: 
Eric Haman, President and CEO

426549

STATE OF Ohio)
) SS.:
COUNTY OF Miami)

On the 2nd day of May, 2014 before me the undersigned, personally appeared Eric Hamant, personally known to me or proved to me on the basis of satisfactory evidence to be the individual whose name is subscribed to the within Assignment and acknowledged to me that he executed the same in his capacity as an authorized representative of Early Morning LLC, and that by his signature on the Assignment he executed the Assignment on behalf of Early Morning LLC, and that Eric Hamant made such appearance before the undersigned in the City of Troy and State of Ohio.

Melinda M. Cwik
Notary Public
Melinda M. Cwik
my commission expires
Oct. 15, 2018

SCHEDULE A

OWNER: Early Morning LLC, a Delaware limited liability company

MARK	STATUS	REGISTRATION NUMBER	REGISTRATION DATE	SERIAL NUMBER	FILE DATE	COUNTRY
PERFECT PARTNERS	Registered	3279663	August 14, 2007	78848927	March 29, 2006	USA
SIMPLY THE BEST	Abandoned	N/A	N/A	78772874	December 14, 2005	USA
INSPIRATION BLENDS EXTENDED BLOOMS	Abandoned	N/A	Abandoned September 10, 2007 N/A	77368502	January 10, 2008	USA
INSPIRATION BLENDS	Abandoned	N/A	Abandoned October 30, 2008 N/A	77368477	January 10, 2008	USA
PERFECT PARTNERS	Registered	2167712	Abandoned October 30, 2008 June 23, 1998	75327239	July 18, 1997	USA
SIMPLE PLEASURES	Registered	2219473	January 19, 1999	75216251	December 20, 1996	USA
PERFECT PARTNERS & DESIGN	Registered	TMA511277	April 29, 1999	0851719	July 23, 1997	Canada

SIMPLY THE BEST	Registered	TMA728303	November 13, 2008	1290043	February 15, 2006	Canada
SIMPLE PLEASURES FLOWERBULBS AND PERENNIALS & DESIGN	Registered	TMA502567	October 21, 1998	0831965	December 19, 1996	Canada
SIMPLE PLEASURES & Design	Registered	TMA574430	January 27, 2003	1057535	April 28, 2000	Canada
SIMPLE PLEASURES FLOWERBULBS & PERENNIALS and Design	Registered	4280713	June 4, 1999	H09-032745	March 26, 1997	Japan
SIMPLE PLEASURES FLOWERBULBS & PERENNIALS and Design	Registered	000509695	June 29, 1999		April 4, 1997	CTM
PERFECT PARTNERS and Design	Registered	001995075	May 16, 2002		November 28, 2000	CTM
SIMPLE PLEASURES FLOWERBULB & PERENNIALS & DESIGN						Benelux
SIMPLE PLEASURES & DESIGN						Belarus

SIMPLE PLEASURES & DESIGN							Russian Federation
SIMPLE PLEASURES & DESIGN							Kazakhstan
SIMPLE PLEASURES & DESIGN							China
SIMPLE PLEASURES & DESIGN							Korea