

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM373956

SUBMISSION TYPE:	RESUBMISSION		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
RESUBMIT DOCUMENT ID:	900354458		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Conopco, Inc.		11/30/2015	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	Strength of Nature, LLC		
Street Address:	64 Ross Rd.		
City:	Savannah		
State/Country:	GEORGIA		
Postal Code:	31405		
Entity Type:	LIMITED LIABILITY COMPANY: GEORGIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	72128655	GROOM & CLEAN	
CORRESPONDENCE DATA			
Fax Number:	9122363003		
<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:	912-236-3001		
Email:	nbelzer@belzerlaw.com		
Correspondent Name:	Nathan C. Belzer		
Address Line 1:	2905 Bull St.		
Address Line 4:	Savannah, GEORGIA 31405		
ATTORNEY DOCKET NUMBER:	SON		
NAME OF SUBMITTER:	Nathan C. Belzer		
SIGNATURE:	/Nathan C. Belzer/		
DATE SIGNED:	02/22/2016		
Total Attachments: 4			
source=Trademark Assignment Agreement - Conopco, Inc. to SON#page1.tif			
source=Trademark Assignment Agreement - Conopco, Inc. to SON#page2.tif			
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TRADEMARK ASSIGNMENT AND ASSUMPTION AGREEMENT

This Trademark Assignment and Assumption Agreement (“Assignment”) is made on this 30th day of November, 2015, between Conopco, Inc. a New York corporation (“Assignor”), and STRENGTH OF NATURE, LLC, a Georgia limited liability company (“Assignee”). All capitalized terms used in this Assignment and not otherwise defined herein shall have the respective meanings ascribed to such terms in the Purchase and Sale Agreement (the “Purchase Agreement”), dated November 24, 2015, by and between Conopco, Inc., a New York corporation (the “Company”) and Assignee.

WHEREAS, Assignor is the owner of all right, title and interest in and to the Transferred Trademarks listed on the attached Schedule A, the applications and/or registrations therefor, and the common law rights therein, as well as the goodwill associated with the business symbolized by the Transferred Trademarks (collectively, the “Marks”);

WHEREAS, Assignee is desirous of acquiring all of Assignor’s rights in and to the Marks; and

WHEREAS, this Assignment may be recorded by Assignee in its sole discretion as it deems appropriate with the applicable governmental office or administrative agency.

NOW, THEREFORE, for the good and valuable consideration set out in the Purchase Agreement, the receipt and adequacy of which are hereby acknowledged, Assignor hereby sells, assigns, transfers and sets over to Assignee, its entire right, title, and interest in and to the Marks; and

Said Marks to be held and enjoyed by the above-named Assignee, for Assignee’s own use and benefit, and for Assignee’s successors and assigns to the full end of the terms for which said trademarks may be granted, including any renewals thereof, as fully and entirely as the same would have been held by the undersigned Assignor had this assignment and sale not been made; and for the aforesaid consideration Assignor hereby covenants, agrees and undertakes to execute, whenever reasonably requested in writing by the above-named Assignee, all trademarks registrations, assignments, lawful oaths and any other papers which are provided to it by Assignee and which are reasonably necessary or desirable for securing to Assignee or for maintaining for Assignee the Marks hereby assigned, at the sole cost and expense of Assignee. Each party acknowledges that, in entering into this Agreement, it has not relied on, and shall have no right or remedy in respect of, any statement, representation or warranty other than as expressly set out in the Purchase Agreement.

The interpretation and performance of this Assignment shall be governed by and in accordance with the laws of the State of New York without regard to such State’s conflicts of law principles (other than Section 5-1401 of the General Obligations Law of the State of New York).

[REMAINDER OF PAGE INTENTIONALLY LEFT BLANK]

IN WITNESS WHEREOF, the parties have caused this Assignment to be duly executed on the date first above written.

CONOPCO, INC.

By: David Schwart
Name: David Schwart
Title: Vice President

STRENGTH OF NATURE, LLC

By: _____
Name:
Title:

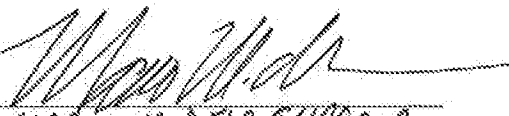
[Signature Page to Trademark Assignment and Assumption Agreement]

IN WITNESS WHEREOF, the parties have caused this Assignment to be duly executed on the date first above written.

CONOPCO, INC.

By: _____
Name:
Title:

STRENGTH OF NATURE, LLC

By: 
Name: MORIO M. DEABURDIA
Title: PRESIDENT

[Signature Page to Trademark Assignment and Assumption Agreement]

