

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM375480

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
YCC Development Company, LLC		03/02/2016	LIMITED LIABILITY COMPANY:
RECEIVING PARTY DATA			
Name:	The Yankee Candle Company, Inc.		
Street Address:	16 Yankee Candle Way		
City:	South Deerfield		
State/Country:	MASSACHUSETTS		
Postal Code:	01373		
Entity Type:	CORPORATION: MASSACHUSETTS		
PROPERTY NUMBERS Total: 15			
Property Type	Number	Word Mark	
Registration Number:	4868261	SCENTELLIGENT	
Registration Number:	4868260	SCENTELLIGENT	
Serial Number:	86486054	SCENTELLIGENT	
Registration Number:	4878558	SCENTELLIGENT	
Serial Number:	86486042	SCENTELLIGENT	
Registration Number:	4828564	SCENT SYSTEMS BY YANKEE CANDLE	
Registration Number:	4856860	SVOX	
Serial Number:	86493216	SVOX	
Registration Number:	4860733	SVOX	
Serial Number:	86483156	SVOX	
Registration Number:	4856861		
Registration Number:	4856862		
Registration Number:	4847828		
Registration Number:	4847829		
Registration Number:	4864480		
CORRESPONDENCE DATA			
Fax Number:			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent</i>			

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TRADEMARK

using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.

Phone: 4136658306
Email: bscully@yankeecandle.com
Correspondent Name: The Yankee Candle Company, Inc.
Address Line 1: 16 Yankee Candle Way
Address Line 4: South Deerfield, MASSACHUSETTS 01373

NAME OF SUBMITTER:	Sarah L. Mullins
SIGNATURE:	/sarah l. mullins/
DATE SIGNED:	03/03/2016

Total Attachments: 4

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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this "*Assignment*") is entered into as of March 2, 2016 between YCC Development Company, LLC, a Delaware limited liability company, having a place of business at 2381 Executive Center Drive, Boca, FL ("*Assignor*") and The Yankee Candle Company, Inc., a Massachusetts corporation, having a place of business at 16 Yankee Candle Way, South Deerfield, MA 01373 ("*Assignee*").

RECITALS

WHEREAS, Assignor desires to assign to Assignee all of Assignor's rights, title and interest in and to (a) all trademarks, trade names, corporate names, business names, domain names, trade styles, service marks, logos, other source or business identifiers, prints and labels on which any of the foregoing have appeared or appear, designs and general intangibles of like nature (whether registered or unregistered), all registrations and recordings thereof and all applications in connection therewith, including registrations, recordings and applications in the United States Patent and Trademark Office or in any similar office or agency of the United States, any State or territory thereof or any other country or any political subdivision thereof; (b) all reissues, extensions or renewals thereof; and (c) all goodwill associated with or symbolized by any of the foregoing listed on Exhibit A attached hereto and incorporated herein (collectively, the "*Trademarks*").

AGREEMENT

NOW, THEREFORE, in consideration of the foregoing premises, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the covenants and agreements in this Assignment, Assignor hereby agrees as follows:

1. Grant. Assignor does hereby sell, transfer, convey, assign and deliver to Assignee all of Assignor's rights, title and interest in and to the Trademarks, together with the goodwill of the business pertaining thereto and the portion of the business to which the Trademarks pertain, which is ongoing and existing, the same to be held by Assignee for Assignee's own use and enjoyment, and for the use and enjoyment of Assignee's successors, assigns and other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment and sale had not been made, together with all claims for damages by reason of past infringements of the Trademarks, along with the right to sue for and collect such damages for the use and benefit of Assignee and Assignee's successors, assigns and other legal representatives.

2. Representations and Warranties of the Parties. Each party represents and warrants that (a) this Assignment is a legal, valid and binding obligation of the warranting party, (b) such party has full power and authority to enter into and perform its obligations under this Assignment in accordance with its terms and (c) such party is and will remain free of any obligations and restrictions that would prevent or impede its performance of its obligations under this Assignment.

3. Further Assurances. Each party will, without additional consideration, take such further actions and execute promptly such further documents and instruments as are necessary to

effect and record the above assignment, including any actions, documents or instruments required by the applicable registrar to document the transfer herein or as may be necessary to protect, perfect, secure and vest good, valid and marketable title to the Trademarks and related rights in Assignee.


4. Recording of Assignment. Assignor hereby authorizes and requests the Commissioner of Patents and Trademarks of the United States, and any officer of any country or countries foreign to the United States, whose duty it is to issue service marks, trademarks or other evidence or forms of intellectual property protection or applications, to issue the same to Assignee and Assignee's successors, assigns and other legal representatives in accordance with the terms of this instrument.

5. Counterparts. This Agreement may be executed by facsimile signature and in two or more counterparts, each of which shall be deemed to be an original but all of which together will constitute one and the same instrument.

IN WITNESS WHEREOF, this Assignment has been executed as of the day and year first written above.

ASSIGNOR:

YCC Development Company, LLC

By:  _____

Name: Thomas A. Conroy

Title: CEO & Managing Member

ASSIGNEE:







The Yankee Candle Company, Inc.

By:  _____

Name: Sarah Mullins

Title: Deputy General Counsel

EXHIBIT A

<u>Trademark</u>	<u>Serial No./Reg. No.</u>	<u>Application/Reg. Date</u>	<u>Classes</u>
Scentelligent	4868261	12/08/2015	5
Scentelligent	4868260	12/08/2015	3
Scentelligent	86486054	12/19/2014	42
Scentelligent	4878558	12/29/2015	35
Scentelligent	86486042	12/19/2014	11
	4828564	03/24/2015	3,5,11,35,42
svox	4856860	11/17/2015	11
svox	86493216	12/31/2014	35
	4860733	11/24/2015	11
	86483156	09/08/2014	35
	4856861	11/17/2015	3
	4856862	11/17/2015	5
	4847828	11/03/2015	11

Trademark Serial. No. Application. Date Classes



4847829

11/03/2015

35



4864480

12/01/2015

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