

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM383461

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Holland Beauty Flower & Bulb Corp.		05/06/2016	Corporation: WISCONSIN
RECEIVING PARTY DATA			
Name:	Holland Group, LLC		
Street Address:	8480 North 87th Street		
City:	Milwaukee		
State/Country:	WISCONSIN		
Postal Code:	53224		
Entity Type:	Limited Liability Company: WISCONSIN		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2715402	TULIP WORLD	
Registration Number:	3816539	HOLLAND BULB FARMS	
CORRESPONDENCE DATA			
Fax Number:	4142765800		
<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:	4142765800		
Email:	pjw@wbb-law.com		
Correspondent Name:	Peter White		
Address Line 1:	700 North Water Street		
Address Line 4:	Milwaukee, WISCONSIN 53202		
NAME OF SUBMITTER:	Jon Studer		
SIGNATURE:	/Jon Studer/		
DATE SIGNED:	05/06/2016		
Total Attachments: 3			
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OP \$65.00 2715402

ASSIGNMENT OF TRADEMARK

THIS ASSIGNMENT OF TRADEMARK (the "Assignment") made as of the 6 day of May 2016, by Holland Beauty Flower & Bulb Corp., a Wisconsin corporation with its principal place of business at 8480 North 87th Street, Milwaukee, Wisconsin 53224 (the "Assignor"), to Holland Group, LLC, a Wisconsin limited liability company, with its principal place of business at 8480 North 87th Street, Milwaukee, Wisconsin 53224 (the "Assignee").

RECITAL

A. The Assignor is the owner of all right, title and interest in and to the trademark TULIP WORLD for which the Assignor has adopted, is using and has obtained registration in the United States Patent and Trademark Office (the "USPTO"), Registration No. 2,715,402, on May 13, 2003 ("Tulip World") and to the trademark HOLLAND BULB FARMS for which the Assignor has adopted, is using and has obtained registration in the USPTO, Registration No. 3,816,539, on July 13, 2010 ("Holland Bulb Farms" together with Tulip World, the "Marks"); and

B. The Assignee desires to acquire the Assignor's entire worldwide right, title and interest in and to the Marks together with all goodwill associated with the Marks, and the Assignor is desirous of transferring and assigning its rights in and to the Marks together with all goodwill associated with the Marks to the Assignee.

NOW, THEREFORE, the Assignor, for and in exchange of Ten and No/100 Dollars (\$10.00) and in consideration of the covenants expressed herein, does hereby agree as follows:

AGREEMENT

1. Assignment. The Assignor hereby sells, assigns and transfers unto the Assignee all of its worldwide right, title and interest in and to the Marks and the registration of the Marks in the USPTO, specifically, Registration No. 2,715,402 registered on May 13, 2003 and Registration No. 3,816,539 registered on July 13, 2010, together with all of the goodwill related to the Marks, and the rights to enforce the Marks' rights against all infringers, whether arising prior to or subsequent to the date of this Assignment, in the Assignee's name or in the name of the Assignor, as the Assignee shall determine, at the Assignee's sole expense and sole benefit, and any and all renewals and extensions thereof that may hereafter be secured under the laws now or hereafter in effect in the United States and in any other jurisdiction, for the Assignee's own use and behalf and for its assignees, successors and legal representatives, the same to be held and enjoyed by the Assignee, its successors and assigns from and after the date hereof as fully and entirely as the same would have been held and enjoyed by the Assignor.

2. Further Assurances. The Assignor agrees to execute such instruments as the Assignee may reasonably request in order to more effectively assign, transfer, grant, convey,

assure and confirm to the Assignee and its successors and assigns, or to aid and assist in the collection of or reducing to possession by the Assignee of, all rights related to the Marks.

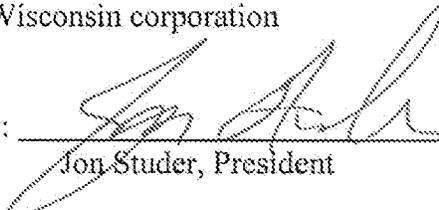
3. Representations and Warranties. The Assignor represents and warrants to the Assignee that the Assignor has full right, power and authority to execute and deliver this Assignment. The Assignor further represents and warrants to the Assignee that it has no notice or knowledge of any person interfering, infringing, misappropriating or otherwise in conflict with the Marks or the Marks' registrations referred to above. Furthermore, the Assignor represents and warrants that it has good and marketable title to the Marks, that the Marks are held free and clear of all liens and encumbrance and that the Assignor will defend the Assignee, its successors and assigns from the same.

4. Governing Law. Except to the extent that federal law preempts state law with respect to the matters covered hereby, this Assignment shall be governed by and construed in accordance with the laws of the State of Wisconsin without giving effect to the principles of conflicts of laws thereof.

[SIGNATURE PAGE FOLLOWS]

IN WITNESS WHEREOF, the Assignor has caused its duly authorized officer to execute this Assignment as of the date first above written.

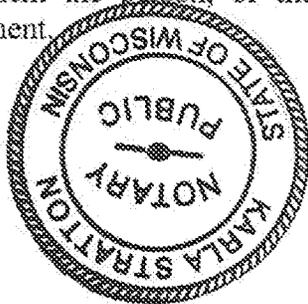
HOLLAND BEAUTY FLOWER & BULB CORP.,
a Wisconsin corporation

By: 
Jon Studer, President

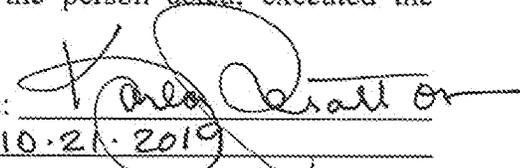
State of Wisconsin)
County of Milwaukee)

ss.:

On this 6th day of May, 2016, before me, Jon Studer, personally appeared Jon Studer, of Holland Beauty Flower & Bulb Corp., a Wisconsin corporation, personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within instrument and acknowledged to me that he/she executed the same in his/her authorized capacity and that by his/her signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.



SEAL

Signature of Notary Public: 
My commission expires: 10-21-2019