

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM398459

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Phelan Holdings, Inc.		09/13/2016	Corporation: FLORIDA
RECEIVING PARTY DATA			
Name:	Phelan IP Holdings, LLC		
Street Address:	3820 Via Del Rey		
City:	Bonita Springs		
State/Country:	FLORIDA		
Postal Code:	34134		
Entity Type:	Limited Liability Company: FLORIDA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	85771446	YOU CAN'T FAKE REAL	
Serial Number:	86775308	FLORIDA SEAFOOD, FLORIDA STYLE	
CORRESPONDENCE DATA			
Fax Number:	2392610057		
<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:	239-262-1001		
Email:	usptomail@whitelawfirm.com		
Correspondent Name:	Jennifer L. Whitelaw		
Address Line 1:	WHITELAW LEGAL GROUP		
Address Line 2:	3838 Tamiami Trail North, Suite 310		
Address Line 4:	Naples, FLORIDA 34103		
NAME OF SUBMITTER:	Jennifer L. Whitelaw		
SIGNATURE:	/JENNIFER L. WHITELAW/		
DATE SIGNED:	09/14/2016		
Total Attachments: 1			
source=Executed Assignment of ITU Applications U.S. TM Serial Nos. 85771446 & 86775308#page1.tif			

OP \$65.00 85771446

TRADEMARK ASSIGNMENT

THIS AGREEMENT ("Assignment") is made on the date set forth below by and between Phelan Holdings, Inc., c/o Whitelaw Legal Group, 3838 Tamiami Trail North, Suite 310, Naples, Florida 34103, a corporation organized under the laws of the State of Florida ("Assignor") and Phelan IP Holdings, LLC, 3820 Via Del Rey, Bonita Springs, Florida 34134, a limited liability company organized under the laws of the State of Florida ("Assignee").

Whereas, Assignor is the Applicant in United States Trademark Application Serial No. 85771446 for the standard character mark YOU CAN'T FAKE REAL and in United States Trademark Application Serial No. 86775308 for the standard character mark FLORIDA SEAFOOD, FLORIDA STYLE (hereinafter the "Marks"), and whereas Assignee is the successor to the Assignor's business, or the portion of the business to which the Marks, and whereas Assignor desires to assign the Marks to Assignee, it is therefore agreed as follows:

For good and valuable consideration, the receipt and sufficiency of which is acknowledged, Assignor hereby irrevocably sells, grants, conveys, assigns and sets over to Assignee, and all of Assignee's successors and assigns, all of Assignor's right, title and interest, including without limitation, the goodwill of the business associated with the Marks, as well as the portion of the business to which the Marks pertains.

Assignor represents and warrants that it is the exclusive owner of the Marks, and has full right and authority to make this assignment, and that this assignment is free of any encumbrances, liens, judgments, security interests, disputes, licenses, claims or actions, and liabilities with respect to the Marks.

Assignor agrees to perform any further acts and execute and deliver any further documents that may be reasonably necessary to carry out the intents and purposes of this Assignment.

EFFECTIVE DATE OF ASSIGNMENT: 9-13-16

Phelan Holdings, Inc. (ASSIGNOR)

Phelan IP Holdings, LLC (ASSIGNEE)

Anthony L. Phelan
Signature of Authorized Agent

[Signature]
Signature of Authorized Agent

ANTHONY L. PHELAN
Print name and Title
President

Grant Phelan - President
Print name and Title