

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM400558

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Beneva Flowers and Gifts, Inc.		11/05/2015	Corporation: FLORIDA
RECEIVING PARTY DATA			
Name:	Shuel Enterpises, Inc.		
Street Address:	6980 Beneva Road		
City:	Sarasota		
State/Country:	FLORIDA		
Postal Code:	34238		
Entity Type:	Corporation: FLORIDA		
PROPERTY NUMBERS Total: 7			
Property Type	Number	Word Mark	
Registration Number:	4098597	BENEVA FLOWERS HELPING HANDS PROGRAM	
Registration Number:	3350213	YES WE CAN!	
Registration Number:	2786463	EXCEEDING YOUR EXPECTATIONS	
Registration Number:	2869179	B BENEVA FLOWERS	
Registration Number:	3572307	PETAL REWARDS	
Registration Number:	3990573	PETAL POINTS	
Registration Number:	3267479	LUCKY STEMS	
CORRESPONDENCE DATA			
Fax Number:	9413663999		
<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:	941-364-2738		
Email:	dcherry@slk-law.com		
Correspondent Name:	Douglas A. Cherry, Esq.		
Address Line 1:	240 South Pineapple Avenue		
Address Line 4:	Sarasota, FLORIDA 34236		
ATTORNEY DOCKET NUMBER:	S11651-180001		
NAME OF SUBMITTER:	Douglas A. Cherry, Esq.		
SIGNATURE:	/doug cherry/		

OP \$190.00 4098597

DATE SIGNED:	10/03/2016
Total Attachments: 3 source=General Assignment Trademarks#page1.tif source=General Assignment Trademarks#page2.tif source=General Assignment Trademarks#page3.tif	

GENERAL ASSIGNMENT

KNOW ALL MEN BY THESE PRESENTS that the undersigned, ARTHUR F. CONFORTI, as President of BENEVA FLOWERS & GIFTS, INC., a Florida corporation, and as Manager of AFC WHOLESale, LLC, a Florida limited liability company, ("Assignor") for and in consideration of Ten Dollars (\$10.00) and other good and valuable consideration paid by SHUEL ENTERPRISES, INC., a Florida corporation, ("Assignee"), the receipt and adequacy whereof being hereby acknowledged, does hereby sell, assign, transfer and convey to Assignee and its successors and assigns the following:

All intangible personal property regularly used by Assignor in the conduct of the businesses called BENEVA FLOWERS & GIFTS and AFC WHOLESale, located at 6980 Beneva Rd., Sarasota, FL 34231, including without limitation customer lists, rights to telephone numbers and directory listings, websites and Domain Names, good-will, any and all rights of Assignor to the Trademark Registrations as outlined on Exhibit "A," attached hereto as well as the Business name "BENEVA FLOWERS & GIFTS", and "AFC WHOLESale," or any variant thereof, all contracts, permits and licenses used in the operation of the business, where assignable.

IN WITNESS WHEREOF, Assignor has executed this Assignment on the 5th day of November, 2015.

Eplouy Bank
Witness

Robert H. Wells
Witness

Eplouy Bank
Witness

Robert H. Wells
Witness

BENEVA FLOWERS & GIFTS, INC.
Arthur F. Conforti
BY: ARTHUR F. CONFORTI
ITS PRESIDENT

AFC WHOLESale, LLC
Arthur F. Conforti
BY: ARTHUR F. CONFORTI
ITS MANAGER

STATE OF FLORIDA
COUNTY OF SARASOTA

The foregoing instrument was acknowledged before me this 5 day of November, 2015,
by ARTHUR F. CONFORTI, on behalf of Beneva Flowers & Gifts, Inc., and AFC Wholesale, LLC,
who is personally known to me or who has produced a Driver's License as identification.

(SEAL)

Notary Public
My Commission Expires:

EXHIBIT A

BENEVA FLOWERS & GIFTS, INC.
TRADEMARK REGISTRATIONS

MARK	REGISTRATION NO.
1. B BENEVA FLOWERS (and design)	2,869,179
2. BENEVA FLOWERS HELPING HANDS PROGRAM (and design)	4,098,597
3. YES WE CAN! (and design)	3,350,213
4. EXCEEDING YOUR EXPECTATIONS (and design)	2,786,463
5. PETAL POINTS	3,990,573
6. PETAL REWARDS	3,572,307
7. LUCKY STEMS	3,267,479

*100% mile radius to be approved
by Shovel Enterprises + Benav Solutions
+ Capital Ventures*

[Signature]

[Signature]