

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM405305

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Nora Orozco		11/07/2016	INDIVIDUAL: UNITED STATES
Roger Orozco		11/07/2016	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Innoba Holdings LLC		
Street Address:	300 South Lewis Road		
Internal Address:	#L		
City:	Camarillo		
State/Country:	CALIFORNIA		
Postal Code:	93102		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 14			
Property Type	Number	Word Mark	
Serial Number:	86760278	BED STU	
Registration Number:	2305917	BEDFORD STU	
Registration Number:	5071569	BED STU	
Registration Number:	3032263	BED:STU	
Registration Number:	2690263	BED:STU	
Registration Number:	4975854	COBBLER	
Registration Number:	3602489	OAK TREE FARMS	
Registration Number:	3677905	SANTA ROSA	
Registration Number:	3207623	STAGECOACH	
Registration Number:	3002671		
Registration Number:	3590686	ROAN	
Registration Number:	3655219	BS COBBLER SERIES	
Registration Number:	3627589	DISTRICT 3	
Registration Number:	4300807		
CORRESPONDENCE DATA			
Fax Number:	8188279060		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent</i>			
TRADEMARK			

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

Phone: 8188279000
Email: agrabell@brutzkusgubner.com
Correspondent Name: J. Alison Grabell
Address Line 1: Brutzkus Gubner LLP, 21650 Oxnard St.
Address Line 2: Suite 500
Address Line 4: Woodland Hills, CALIFORNIA 91367

ATTORNEY DOCKET NUMBER:	3330.071JAG
NAME OF SUBMITTER:	J. Alison Grabell
SIGNATURE:	/J. Alison Grabell/
DATE SIGNED:	11/13/2016

Total Attachments: 3

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**HOLDINGS ASSIGNMENT OF TRADEMARKS
AND POWER OF ATTORNEY**

WHEREAS, NORA OROZCO, also known as Nora G. Orozco and/or Nora N. Orozco, an individual with an address at 5235 Mission Oaks Boulevard, Suite 600, Camarillo, CA 93012, and ROGER OROZCO, also known as Roger A. Orozco and/or Rogelio Orozco, an individual with an address at 5235 Mission Oaks Boulevard, Suite 600, Camarillo, CA 93012 (collectively "Assignor") own all right, title and interest in and to the trademarks and the trademark registrations, pending applications and any registrations that may issue therefrom, and all common law rights associated therewith (the "Trademarks") to the extent that such common law rights exist, and as set forth in Schedule 1 hereto and incorporated herein, and the goodwill associated therewith; and

WHEREAS, Assignor wishes to assign the Trademarks in the United States, as set forth in Schedule 1 hereto (the "Assignment") to INNOBA HOLDINGS LLC, a Delaware limited liability company ("Assignee"); and

WHEREAS, in accordance and consistent with the terms of the Assignment, Assignor agrees to assign the Trademarks to Assignee and to execute such documents and instruments of assignment as necessary to evidence such assignment of the Trademarks to Assignee.

NOW, THEREFORE, in consideration of the mutual covenants and agreements set forth herein, and for other good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, the parties hereto agree as follows:

Assignor hereby irrevocably conveys, transfers, assigns and delivers to Assignee all of Assignor's right, title and interest of whatever kind in and to the Trademarks, as set forth on Schedule 1 hereto, together with the goodwill of the business associated therewith.

Assignor further hereby agrees that Assignee shall have the right to record this instrument of assignment in the United States Patent and Trademark Office and any and all patent and trademark offices worldwide so as to establish Assignee as owner of record of the Trademarks.

Without limiting the foregoing, the rights assigned herein to the Trademarks shall extend throughout the world, whether the Trademarks are registered or not and whether or not set forth on Schedule 1 hereto.

Without limiting the foregoing, the rights assigned herein shall include any causes of action or claims that have occurred or will occur, in connection with any of the rights assigned herein.

Assignor further hereby revokes all previous powers of attorney related to the Trademarks as set forth on Schedule 1 hereto and appoints Assignee, with full power of substitution and revocation vested in Assignee, to prepare and execute on Assignor's behalf, any documents necessary or required by the United States Patent and Trademark Office and any and all patent and trademark offices worldwide in connection with and to demonstrate Assignor's consent to use, register and/or attempt to register the Trademarks as set forth on Schedule 1 hereto by Assignee and its successors and assigns.


Assignor further agrees, at the request of Assignee and without charge or cost to Assignee, promptly to (i) execute and have executed any and all other documents of any kind whatsoever, and to provide whatever information may be required to carry out the terms and intent of this Assignment of Trademarks and Power of Attorney; and (ii) fully cooperate with Assignee, as reasonably required, to enable Assignee to duly record this instrument of assignment with the United States Patent and Trademark Office and any and all patent and trademark offices worldwide so that Assignee's ownership of the Trademarks is duly made of record, at Assignee's sole expense.

This Assignment of Trademarks and Power of Attorney shall be binding upon and inure to the benefit of the parties hereto, and their heirs, successors and assigns.

IN WITNESS WHEREOF, Assignor and Assignee have executed this Assignment of Trademarks and Power of Attorney at Camarillo, California on November 7, 2016.


ASSIGNOR

NORA OROZCO

By: 

ASSIGNEE

INNOBA HOLDINGS LLC

By: 

Name: Nora Orozco

Its: Manager Member

SCHEDULE 1

TRADEMARK	Serial No./Reg. No.
BEDFORD STU & Design	2305917
BED STU	86760278
BED STU	5071569
BED:STU	3032263
BED:STU	2690263
COBBLER	4975854
OAK TREE FARMS & Design	3602489
SANTA ROSA	3677905
STAGECOACH	3207623
X (Stylized)	3002671
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BS COBBLER SERIES	3655219
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Umlaut Design	4300807

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