

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM409935

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
North Dallas Honey Company, L.P.		12/16/2016	Limited Partnership: TEXAS
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Nature's HRG, LLC		
<b>Street Address:</b>	2910 Nature Farms		
<b>City:</b>	McKinney		
<b>State/Country:</b>	TEXAS		
<b>Postal Code:</b>	75017		
<b>Entity Type:</b>	Limited Liability Company: TEXAS		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4718341	MADE BY AMERICAN BEES	
<b>Registration Number:</b>	4771354	NATURE NATE'S	
<b>Registration Number:</b>	4938540	HONEY MAKES IT BETTER	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2026268305		
<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>			
<b>Phone:</b>	2026268305		
<b>Email:</b>	dmullarkey@polsinelli.com, trademark@polsinelli.com		
<b>Correspondent Name:</b>	Daniel P. Mullarkey		
<b>Address Line 1:</b>	1401 Eye Street, NW, Suite 800		
<b>Address Line 2:</b>	Polsinelli PC		
<b>Address Line 4:</b>	Washington, D.C. 20005		
<b>ATTORNEY DOCKET NUMBER:</b>	086903-549569-2734		
<b>NAME OF SUBMITTER:</b>	Daniel P. Mullarkey		
<b>SIGNATURE:</b>	/daniel mullarkey/		
<b>DATE SIGNED:</b>	12/22/2016		
<b>Total Attachments: 3</b>			
source=Signed U.S. Trademark Assignment NATURHRG 12162016#page1.tif			

CH \$90.00 4718341

source=Signed U.S. Trademark Assignment NATURHRG 12162016#page2.tif

source=Signed U.S. Trademark Assignment NATURHRG 12162016#page3.tif

## TRADEMARK ASSIGNMENT

This Trademark Assignment (this "Assignment") is made and entered into by and between **North Dallas Honey Company, L.P.**, a Texas limited partnership having a principal place of business at 2910 Nature Nate Farms, McKinney, Texas 75017 ("**Assignor**"), and **Nature's HRG, LLC**, a Texas limited liability company having a principal place of business at 2910 Nature Nate Farms, McKinney, Texas 75017 ("**Assignee**").

WHEREAS, Assignor is the sole and exclusive owner of the entire right, title and interest in and to the Trademarks listed in Schedule A ("the Trademarks"), and the goodwill associated therewith; and

WHEREAS, Assignor wishes to assign to Assignee all right, title and interest in and to the Trademarks, together with the goodwill associated therewith.


NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor and Assignee, each intending to be legally bound, hereby agree as follows:

1. Assignor does hereby sell, assign, transfer and set over to Assignee the Assignor's entire right, title and interest in and to the Trademarks together with the Assignor's goodwill in connection with which the Trademarks is used, for Assignee's own use and enjoyment, and for the use and enjoyment of Assignee's successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by the Assignor if this Assignment had not been made, together with all income, royalties or payments in respect of the Trademark due or payable as of the date hereof or thereafter, including, without limitation, all claims for damages by reason of past, present or future infringement or other unauthorized use of the Trademark, with the right to sue for, and collect the same for Assignee's own use and enjoyment and for the use and enjoyment of its successors, assigns or other legal representatives.

2. Assignor shall provide Assignee, its successors, assigns or other legal representatives, with reasonable cooperation and assistance at Assignee's request and expense (including the execution and delivery of any and all documentation as may be reasonable required) in the recordation of this Assignment.


The Assignor has caused this Assignment to be signed and executed by its undersigned officer thereunto duly authorized on the respective date written below.

ASSIGNOR  
North Dallas Honey Company, L.P.

By:   
Name: Nathan Sheets

Date: 12-16-16

ASSIGNEE  
Nature's HRG, LLC

By:   
Name: Nathan Sheets

Date: 12-16-16

**SCHEDULE A**  
**(Trademarks)**

Mark	Country	Application #	Filing Date	Registration #	Registration Date
MADE BY AMERICAN BEES	United States	86280734	March 14, 2014	4718341	April 7, 2015
NATURE NATE'S	United States	86256230	April 18, 2014	4771354	July 14, 2015
HONEY MAKES IT BETTER	United States	86978496	December 10, 2014	4938540	April 12, 2016
NATURE NATE'S	International Registration	1300807	April 12, 2016	1300807	April 12, 2016
MADE BY AMERICAN BEES	International Registration	1301398	April 25, 2016	1301398	April 25, 2016
HONEY MAKES IT BETTER	International Registration	1302130	April 12, 2016	1302130	April 12, 2016