

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM410912

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Owness, Inc.		08/30/2016	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Sundial Brands LLC		
Street Address:	11 Ranick Drive South		
City:	Amityville		
State/Country:	NEW YORK		
Postal Code:	11701		
Entity Type:	Corporation: NEW YORK		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4565484	DOOBOP	
CORRESPONDENCE DATA			
Fax Number:	2024576315		
<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:	202-457-6030		
Email:	deborah.lodge@squirepb.com, karen.agee@squirepb.com, ipdocketing@squirepb.com		
Correspondent Name:	Deborah M. Lodge		
Address Line 1:	2550 M Street, NW		
Address Line 4:	Washington, D.C. 20037		
ATTORNEY DOCKET NUMBER:	432600.00101		
NAME OF SUBMITTER:	Deborah M. Lodge		
SIGNATURE:	/Deborah M. Lodge/		
DATE SIGNED:	01/03/2017		
Total Attachments: 4			
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OP \$40.00 4565484

TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT (the "Assignment") is made and entered into as of August 30, 2016, by and between OWNESS, INC., a Delaware corporation located at 47 Howard Street, New York, NY 10013 ("Assignor"), and SUNDIAL BRANDS LLC, a New York limited liability company located at 11 Ranick Drive South, Amityville, New York 11701 ("Assignee").

A. WHEREAS, Assignor and Assignee entered into an Asset Purchase Agreement (the "Purchase Agreement") dated August 30, 2016, providing for the sale and conveyance of certain proprietary rights and other related assets from Assignor to Assignee;

B. WHEREAS, Assignor is the owner of the trademarks and corresponding trademark registrations and applications set forth on Exhibit A hereto (the "Trademarks");

C. WHEREAS, Assignor desires to sell, transfer, and assign all of its right, title, and interest in and to the Trademarks to Assignee and Assignee desires to receive same;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties agree as follows:

1. Capitalized terms not otherwise defined in this Assignment have the meanings assigned to them in the Purchase Agreement.

2. Assignor hereby sells, transfers, and assigns to Assignee and its successors and assigns, all right, title, and interest held by Assignor in and to the Trademarks throughout the world, together with all the goodwill symbolized thereby and the business associated therewith, which business is ongoing and existing; all Trademark registrations and applications, renewals and extensions thereof, that are or may be secured under the laws of the United States and all foreign countries; and the right to sue for infringement of the Trademarks. All of the foregoing shall be held and enjoyed by Assignee, for its own use and benefit and for the use and benefit of its successors, assigns, and other legal representatives as fully and entirely as the same would have been held and enjoyed by Assignor had this Assignment not been made.

3. This Assignment must be interpreted, construed, and governed by the laws of the State of New York, without regard to its of conflict of laws principles.

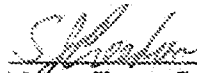
4. If any Party hereto commences a lawsuit or other Proceeding arising from this Agreement, the Parties hereto agree that the federal and state courts having jurisdiction over Suffolk County, New York shall have the sole and exclusive jurisdiction over any such proceeding. Any such courts specified herein shall be proper venue for any such lawsuit or judicial proceeding, and the parties hereto waive any objection to such venue. The parties hereto consent to and agree to submit to the jurisdiction of any of the courts specified herein, and agree to accept service of process to vest personal jurisdiction over them in any of these courts. Furthermore, the parties hereby agree to waive any rights they may have to jury trial in any such a proceeding.

[Signature Page Follows]

IN WITNESS WHEREOF, Assignor and Assignee have executed this Assignment as of the date set forth above.

ASSIGNEE

SUNDIAL BRANDS LLC

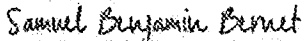


Name: Shawn Creedon
Title: Executive Vice President, Planning
and Reporting, and General Counsel

ASSIGNOR

OWNESS, INC.

Decollaged by:

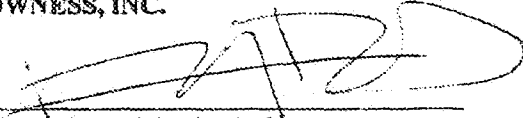


Name: Samuel Benjamin Bernet
Title: President

IN WITNESS WHEREOF, Assignor and Assignee have executed this Assignment as of the date set forth above.

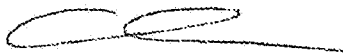
ASSIGNOR

OWNESS, INC.


Name: Samuel Benjamin Bernet
Title: President

STATE OF NY)
COUNTY OF NY)

The foregoing instrument was acknowledged before me this 30 day of August, 2016, by OWNESS, INC.


MICHAEL B CHEN
Notary Public - State of New York
NO. 01CH6233973
Qualified in Kings County
My Commission Expires Apr 13, 2019
Notary Public, State of
Printed Name of Notary: _____
My Commission No.: _____
My Commission Expires: _____

Signature Page
Trademark Assignment

**EXHIBIT A
TO
TRADEMARK ASSIGNMENT**

Trademarks

Trademark Status	Country	Trademark Name	Registration Number	Registration Date
Registered	US	Doobop	4,565,484	July 8, 2014
Registered	EU	Doobop	012205274	March 3, 2014

Exhibit A

010-8217-2815/1/AMERICAS

RECORDED: 01/03/2017

**TRADEMARK
REEL: 005956 FRAME: 0714**