

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM413217

SUBMISSION TYPE:		NEW ASSIGNMENT	
NATURE OF CONVEYANCE:		ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL	
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Beelieve Personal Care Products, LLC		01/06/2017	Corporation: Limited liability
RECEIVING PARTY DATA			
Name:	Rhythm & Blue Inc. Limited Company		
Street Address:	44 East Street		
Internal Address:	Chichester		
City:	West Sussex		
State/Country:	UNITED KINGDOM		
Postal Code:	PO010 1HQ		
Entity Type:	Limited Company: UNITED KINGDOM		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4225598	BEE STRONG	
CORRESPONDENCE DATA			
Fax Number:	3125801189		
<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:	312-580-1180		
Email:	kpriebe@olsonip.com		
Correspondent Name:	OLSON & CEPURITIS, LTD.		
Address Line 1:	20 North Wacker Drive		
Address Line 2:	36th Floor		
Address Line 4:	Chicago, ILLINOIS 60606		
DOMESTIC REPRESENTATIVE			
Name:	OLSON & CEPURITIS, LTD.		
Address Line 1:	20 North Wacker Drive		
Address Line 2:	36th Floor		
Address Line 4:	Chicago, ILLINOIS 60606		
NAME OF SUBMITTER:	Karen Priebe		
SIGNATURE:	/Karen Priebe/		

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DATE SIGNED:	01/23/2017
Total Attachments: 1 source=Assgnmt - 4225598#page1.tif	

ASSIGNMENT OF TRADEMARK

WHEREAS, Beelieve Personal Care Products, LLC, an Arkansas limited liability company, having an address of 1 Slifer Lane, Bella Vista, Arkansas 72714 ("the Assignor"), is the owner of the trademark BEE STRONG and U.S. Trademark Registration No. 4,225,598 for the trademark BEE STRONG and Design; and

WHEREAS, Rhythm & Blue Inc. Limited, a company organized under the laws of the United Kingdom, having an address of 44 East Street, Chichester, West Sussex, PO10 1HQ United Kingdom ("the Assignee"), wants to acquire the trademark BEE STRONG and U.S. Trademark Registration No. 4,225,598, together with the goodwill of the business in connection with which the mark is used;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign to Assignee all rights, title and interest in and to the BEE STRONG trademark and to U.S. Trademark Registration No. 4,225,598, together with the goodwill of the business in connection with which the trademark is used and which is symbolized by the trademark, along with the right to recover for damages and profits for past infringement therefor.

BEELIEVE PERSONAL CARE PRODUCTS, LLC

By: /Lori Keating/

Name: Lori Keating

Title: Owner

Date: 1-6-17