

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM414286

|   |  |                       |                                       |
|---|--|-----------------------|---------------------------------------|
| <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>                    |
| Instanatural LLC  |  | 12/01/2016            | Limited Liability Company:<br>FLORIDA |
| <b>RECEIVING PARTY DATA</b>   |  |                       |                                       |
| <b>Name:</b>  | Gold Eagle Co.                                     |                       |                                       |
| <b>Street Address:</b>  | 4400 S. Kildare Avenue                             |                       |                                       |
| <b>City:</b>  | Chicago  |                       |                                       |
| <b>State/Country:</b>   | ILLINOIS   |                       |                                       |
| <b>Postal Code:</b>   | 60632  |                       |                                       |
| <b>Entity Type:</b>   | Corporation: ILLINOIS                              |                       |                                       |
| <b>PROPERTY NUMBERS Total: 1</b>  |  |                       |                                       |
| <b>Property Type</b>  | <b>Number</b>                                      | <b>Word Mark</b>      |                                       |
| <b>Serial Number:</b>   | 87181518   | TRINOVA               |                                       |
| <b>CORRESPONDENCE DATA</b>  |  |                       |                                       |
| <b>Fax Number:</b>  | 3124607000   |                       |                                       |
| <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>   | 3124605000   |                       |                                       |
| <b>Email:</b>   | chiipdocket@seyfarth.com                           |                       |                                       |
| <b>Correspondent Name:</b>  | Julia K. Sutherland                                |                       |                                       |
| <b>Address Line 1:</b>  | 131 South Dearborn Street                          |                       |                                       |
| <b>Address Line 2:</b>  | Suite 2400   |                       |                                       |
| <b>Address Line 4:</b>  | Chicago, ILLINOIS 60603                            |                       |                                       |
| <b>ATTORNEY DOCKET NUMBER:</b>  | 025654-900100                                      |                       |                                       |
| <b>NAME OF SUBMITTER:</b>   | Julia K. Sutherland                                |                       |                                       |
| <b>SIGNATURE:</b>   | /jks/  |                       |                                       |
| <b>DATE SIGNED:</b>   | 01/31/2017   |                       |                                       |
| <b>Total Attachments: 4</b>   |  |                       |                                       |
| source=Gold Eagle_TriNova - Trademark Assignment (Executed)#page1.tif   |  |                       |                                       |
| source=Gold Eagle_TriNova - Trademark Assignment (Executed)#page2.tif   |  |                       |                                       |
| source=Gold Eagle_TriNova - Trademark Assignment (Executed)#page3.tif   |  |                       |                                       |

CH \$40.00 87181518



## TRADEMARK ASSIGNMENT

This Trademark Assignment (“**Assignment**”) is made as of December 1, 2016, by Instanatural LLC, a Florida limited liability company (“**Assignor**”), to Gold Eagle Co., an Illinois corporation (“**Assignee**”) with a primary business address of 4400 S. Kildare Avenue, Chicago, Illinois 60632.

WHEREAS, Assignor has adopted and used in its business the trademark identified in Schedule A attached hereto, and has filed a registration application in the United States Patent and Trademark Office for the trademark identified on Schedule A hereto (collectively, hereinafter referred to as the “**Trademark**”); and

WHEREAS, Assignee desires, and Assignor has agreed to assign to Assignee, all of Assignor’s rights, title and interest in and to the Trademark and any resulting registration, together with the goodwill of the business connected with the use of and symbolized by the Trademark.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby irrevocably assigns and transfers to Assignee all right, title, and interest Assignor may have in and to the Trademark and the resulting registration therefor, together with all goodwill of the business connected with the use of and symbolized by the Trademark, and the right to prosecute and recover monetary damages for any and all past, present and/or future infringements and other violations of the Trademark.

FURTHER, Assignor agrees to execute and provide, promptly after its execution hereof, such further instruments, documents or assignments as Assignee may reasonably request to effectuate the purposes of this transaction and to consolidate, vest and record in Assignee all of Assignor’s rights in and to the Trademark, provided that any expense related to such request shall be borne solely by the Assignee.

\* \* \* \* \*

IN WITNESS WHEREOF, Assignor has executed this Assignment as of the date first written above.

**INSTANATURAL LLC**

Florida limited liability company

By:  \_\_\_\_\_

Name: Aditya Patel

Title: Founder

Primary Business Address:

12001 Research Pkwy Suite 244  
Orlando, FL 32826

**GOLD EAGLE CO.**

Illinois corporation

By: \_\_\_\_\_

Name: Randal Levy

Title: President of Gold Eagle Operations

Primary Business Address:

4400 S. Kildare Avenue  
Chicago, Illinois 60632

IN WITNESS WHEREOF, Assignor has executed this Assignment as of the date first written above.

**INSTANATURAL LLC**  
Florida limited liability company

By: .....

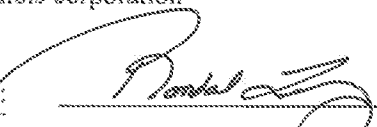
Name: Aditya Patel.....

Title: Founder.....

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**GOLD EAGLE CO.**  
Illinois corporation

By: .....


Name: Randal Levy.....

Title: President of Gold Eagle Operations.....

Primary Business Address:

4400 S. Kildare Avenue  
Chicago, Illinois 60632

**SCHEDULE A**

| <i>Mark</i>   | <i>Serial No.</i> | <i>Filing Date</i>    | <i>Goods/Services</i>                    |
|---|-------------------|-----------------------|--|
|  | 87-181,518        | September 23,<br>2016 | INT. 3: Cleaning agents and preparations |