

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM414602

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Crumb Corps of Texas, LLC	FORMERLY Crumb Corps, LLC	01/24/2011	Limited Liability Company: TEXAS
RECEIVING PARTY DATA			
Name:	Crumb Corps, LLC		
Street Address:	1865 Summit Ave.		
Internal Address:	Suite 605		
City:	Plano		
State/Country:	TEXAS		
Postal Code:	75074		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3159524	COOKIES BY DESIGN THE ORIGINAL COOKIE BO	
Registration Number:	3159523	COOKIES BY DESIGN THE ORIGINAL COOKIE BO	
CORRESPONDENCE DATA			
Fax Number:	9729310124		
<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:	972-852-1707		
Email:	tmattorney@mullinlawpc.com		
Correspondent Name:	Sophilia Wu		
Address Line 1:	2425 N. Central Expy.		
Address Line 2:	Suite 200		
Address Line 4:	Richardson, TEXAS 75080		
NAME OF SUBMITTER:	Sophilia Wu		
SIGNATURE:	/Sophilia Wu/		
DATE SIGNED:	02/02/2017		
Total Attachments: 2			
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ASSIGNMENT OF TRADEMARKS

This Assignment is made effective as of the 24th day of January, 2011, between Crumb Corps of Texas, LLC, a Texas limited liability company f/k/a Crumb Corps, LLC (“**Assignor**”) and Crumb Corps, LLC a Delaware limited liability company (“**Assignee**”).

WHEREAS, Crumb Corps, LLC was formed under the laws of the State of Texas on July 27, 2007 and on February 28, 2008, Crumb Corps, LLC filed a Certificate of Amendment with the Texas Secretary of State changing the name of the company to Crumb Corps of Texas, LLC;

WHEREAS, Assignor owns the service mark “COOKIES BY DESIGN”, and other trademarks, service marks, slogans, and indicia of origin relating to the operation of COOKIES BY DESIGN[®] retail shoppes (collectively, the “**Trademarks**”);

WHEREAS, Assignor has registered the following marks on the Principal Register of the U.S. Patent and Trademark Office (collectively referred to as the “**Registrations**”):

- “COOKIES BY DESIGN THE ORIGINAL COOKIE BOUQUET COMPANY” (stylized design) Registration No. 3159524;
- “COOKIES BY DESIGN THE ORIGINAL COOKIE BOUQUET COMPANY” (stylized design) Registration No. 3159523;
- “BOUTRAY” (standard character) Registration No. 3276452;
- “COOKIE BOUQUET” (standard character) Registration No. 1992298;
- “COOKIE BOUQUET” (standard character) Registration No. 1994339;
- “COOKIE BOUTRAY” (standard character) Registration No. 3276446;
- “COOKIE COLLEGE” (standard character) Registration No. 3198958;
- “COOKIE CRUMBS” (standard character) Registration No. 2094723;
- “COOKIE DOUGH” (standard character) Registration No. 2103004;
- “COOKIE KABOB” (standard character) Registration No. 3198718;
- “COOKIEMAIL” (standard character) Registration No. 3825636;
- “COOKIES BY DESIGN” (standard character) Registration No. 1728507;
- “COOKIES BY DESIGN” (standard character) Registration No. 1892289;
- “COOKIES BY DESIGN” (stylized design) Registration No. 3236242;
- “COOKIES BY DESIGN” (stylized design) Registration No. 3236240;
- “COOKIES BY DESIGN THE ORIGINAL COOKIE BOUQUET COMPANY” (stylized design) Registration No. 3130382
- “GIFTS THAT TASTE AS GOOD AS THEY LOOK” (standard character) Registration No. 2798956
- “ORIGINAL COOKIE BOUQUET” (standard character) Registration No. 1882398;
- “ORIGINAL COOKIE BOUQUET” (standard character) Registration No. 1992297;
- “SAY IT WITH COOKIES” (standard character) Registration No. 2108612;
- “TASTEFUL GREETINGS” (standard character) Registration No. 2946603.

WHEREAS, Assignor warrants and represents that no rights in any of the Trademarks, or any of the Registrations has been granted by the Assignor; and

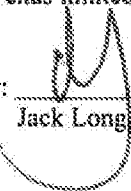
WHEREAS, Assignor desires to assign to Assignee, and Assignee desires to accept, assignment of the Trademarks and Registrations, and all good will symbolized by the Trademarks.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee, and Assignee hereby accepts, the following:

All right, title, and interest in and to the Trademarks, together with the goodwill of the business symbolized by the Trademarks, and all rights in and to the Registrations, as identified above.

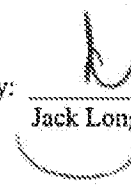
ASSIGNOR:

Crumb Corps of Texas, LLC
f/k/a Crumb Corps, LLC
a Texas limited liability company

By:  _____
Jack Long Executive Vice President

ASSIGNEE:

Crumb Corps, LLC
a Delaware limited liability company

By:  _____
Jack Long Chief Executive Officer