

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM418966

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Anabelle Eckert		03/03/2017	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	DEF FOREVER, LLC		
Street Address:	2307 River Road, Suite 200		
City:	Louisville		
State/Country:	KENTUCKY		
Postal Code:	40206		
Entity Type:	Limited Liability Company: KENTUCKY		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4073552	B WOOD	
CORRESPONDENCE DATA			
Fax Number:	5025881960		
<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:	5026252784		
Email:	sduvall@middletonlaw.com		
Correspondent Name:	Scot A. Duvall		
Address Line 1:	401 S. Fourth Street, Suite 2600		
Address Line 2:	MIDDLETON REUTLINGER		
Address Line 4:	Louisville, KENTUCKY 40202		
ATTORNEY DOCKET NUMBER:	ZU372-17009		
NAME OF SUBMITTER:	Scot A. Duvall		
SIGNATURE:	/Scot A. Duvall/		
DATE SIGNED:	03/09/2017		
Total Attachments: 2			
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OP \$40.00 4073552

ASSIGNMENT OF TRADEMARK

THIS ASSIGNMENT, dated as of March 3, 2017 (the "Effective Date"), is from **ANABELLE ECKERT**, an individual citizen of the United States (the "Assignor"), whose post office address is 34 Hillside Avenue, 1G, New York, New York 10040, to **DEF FOREVER, LLC**, a Kentucky limited liability company ("Assignee"), whose post office address is 2307 River Road, Suite 200, Louisville, Kentucky 40206.

WITNESSETH:

WHEREAS, Assignor is the sole owner of the exclusive right, title and interest in and to the trademark attached on Schedule "A" hereto (the "Mark"), which Assignor has used in commerce and is in continuous use in commerce, and the related U.S. federal trademark Registration referenced therein (the "Registration");

WHEREAS, Assignee is interested in acquiring the entire and exclusive right, title and interest in and to the Mark and Registration together with the goodwill of the business connected with the use of and symbolized by the Mark; and

WHEREAS, Assignor desires to assign to Assignee, and Assignee desires to receive from Assignor, the entire and exclusive right, title and interest in and to the Mark and Registration, together with the goodwill of the business connected with the use of and symbolized by the Mark.

NOW, THEREFORE, in consideration of one dollar (U.S. \$1.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns to Assignee and its successors, assigns and nominees without any restrictions, reservations, or limitations:

1. All right, title and interest in and to the Mark and Registration, together with the goodwill of the business connected with the use of and symbolized by the Mark (and also including the right to register the Mark in Assignee's name), arising under the federal, state, and common law of the United States of America, or elsewhere in the world; and

2. All claims and rights associated with the Mark and Registration arising under the federal, state, and common law of the United States of America or elsewhere in the world, including the right to bring and maintain any and all causes of action, claims, and demands for infringements or other violations of rights in the Mark or Registration, and to receive any and all damages or other recovery resulting therefrom (and Assignor hereby waives any right to receive any portion of such damages or other recovery).

Assignor covenants that Assignor has the right to enter into this Assignment and further agrees, without further consideration, to cause such other lawful acts to be performed and such further assignments and other lawful documents to be executed, as Assignee may from time to time reasonably request to effect fully this Assignment and to permit Assignee to be duly recorded as the legal and record owner of the rights hereby conveyed.


IN WITNESS WHEREOF, the parties have caused this Assignment to be duly executed, effective as of the Effective Date.


ANABELLE ECKERT ("Assignor")
Date: March 3, 2017

ACCEPTANCE

The undersigned Assignee hereby declares that it has accepted the foregoing Assignment.

DEF FOREVER, LLC ("Assignee")

By: 
Name: Brian Wood
Title: Manager
Date: March 3, 2017

SCHEDULE A

<i>"Mark"</i>	<i>"Registration" No.</i>	<i>Registration Date</i>
B WOOD	4073552	December 20, 2011