

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM421530

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
LJ Foods, LLC		02/28/2017	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	SAFE Brands, LLC		
Street Address:	100 Passaic Ave.		
Internal Address:	Suite 155		
City:	Fairfield		
State/Country:	NEW JERSEY		
Postal Code:	07004-3563		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 7			
Property Type	Number	Word Mark	
Serial Number:	86338413	SAFE BRANDS SAFE ALLERGEN FREE ENVIRONME	
Serial Number:	86338720	SAFE BRANDS SAFE ALLERGEN FREE ENVIRONME	
Serial Number:	86659029	SAFE BRANDS SAFE ALLERGEN FRIENDLY ENVIR	
Serial Number:	87154624	S.A.F.E. BABY	
Serial Number:	87154627	S.A.F.E. TODDLER	
Serial Number:	87154628	SAFE BRANDS SAFE ALLERGEN FREE ENVIRONME	
Serial Number:	87154629	SAFE BRANDS SAFE ALLERGEN FRIENDLY ENVIR	
CORRESPONDENCE DATA			
Fax Number:	4344736738		
<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:	4342601837		
Email:	hbalmat@balmatlaw.com		
Correspondent Name:	Heather E. Balmat		
Address Line 1:	977 Seminole Trail, #342		
Address Line 4:	Charlottesville, VIRGINIA 22901		
NAME OF SUBMITTER:	Heather E. Balmat		
SIGNATURE:	/Heather E. Balmat/		

OP \$190.00 86338413

DATE SIGNED:	03/29/2017
Total Attachments: 2 source=LJFoodsAsstSigned#page1.tif source=LJFoodsAsstSigned#page2.tif	

ASSIGNMENT OF TRADEMARKS

WHEREAS, LJ Foods, LLC, a limited liability company organized and existing under the laws of the state of Delaware with a principal place of business located at 100 Passaic Ave., Ste. 155, Fairfield, NJ 07004-3563 (hereinafter referred to as "Assignor") is the owner of the entire right, title and interest in and to the trademarks identified on Schedule A attached hereto together with the goodwill related thereto (hereinafter collectively referred to as the "Marks"); and

WHEREAS, SAFE Brands, LLC., a limited liability company organized and existing under the laws of the state of Delaware with a principal place of business 100 Passaic Ave., Ste. 155, Fairfield, NJ 07004-3563 (hereinafter referred to as "Assignee") is desirous of acquiring the entire right, title, and interest in and to the Marks and the business and goodwill of the business in connection with which the aforesaid Marks have been used; and

NOW, THEREFORE, in consideration of the foregoing, and other good and valuable consideration, the receipt and sufficiency of which are hereby mutually acknowledged, Assignor sells, transfers, assigns and sets over to Assignee, its successors, legal representatives and assigns, the entire right, title and interest of Assignor in and to said Marks, together with the business and goodwill of the business in connection with which the aforesaid Marks have been used, and all claims, if any, which may have arisen thereunder prior to the date of this instrument.

IN WITNESS WHEREOF, Assignor has caused this instrument to be executed, by its duly authorized corporate officer, all effective this 28 day of February 2017.

LJ Foods, LLC



By: Jason Cohen

Title: Chief Executive Officer

Schedule A

<u>Marks</u>	<u>App. No.</u>
SAFE BRANDS SAFE ALLERGEN FREE ENVIRONMENT	86/338,413
SAFE BRANDS SAFE ALLERGEN FREE ENVIRONMENT & Design	86/338,720
SAFE BRANDS SAFE ALLERGEN FRIENDLY ENVIRONMENT	86/659,029
S.A.F.E. BABY	87/154,624
S.A.F.E. TODDLER	87/154,627
SAFE BRANDS SAFE ALLERGEN FREE ENVIRONMENT	87/154,628
SAFE BRANDS SAFE ALLERGEN FRIENDLY ENVIRONMENT	87/154,629