OP \$390.00 1698704

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1 Stylesheet Version v1.2 ETAS ID: TM424761

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL
SEQUENCE:	1

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Shoyeido Corporation		04/24/2017	Corporation: COLORADO

RECEIVING PARTY DATA

Name:	Shoyeido Incense Co., Ltd.
Street Address:	Karasuma Nijo
Internal Address:	Nakagyo-ku
City:	Kyoto
State/Country:	JAPAN
Postal Code:	604-0857
Entity Type:	Corporation: JAPAN

PROPERTY NUMBERS Total: 15

Property Type	Number	Word Mark
Registration Number:	1698704	LISN
Registration Number:	1821951	MAGNIFISCENTS
Registration Number:	1835112	RUBY-STRENGTH
Registration Number:	2180807	SHOYEIDO
Registration Number:	2334705	
Registration Number:	2421535	FLORAL-WORLD
Registration Number:	2640412	KYOTO MOON
Registration Number:	3116544	GOURMET INCENSE
Registration Number:	3918061	LIFE WITH FRAGRANCE
Registration Number:	4567678	SAPPHIRE
Registration Number:	4567679	AMETHYST
Registration Number:	4567682	DIAMOND
Registration Number:	4567685	RUBY
Registration Number:	4567686	EMERALD
Registration Number:	4952604	SHOYEIDO OVERTONES

CORRESPONDENCE DATA

TRADEMARK REEL: 006040 FRAME: 0198

900403389

Fax Number:

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.

Email: scott@packarddierking.com

Correspondent Name: Scott H. Culley

Address Line 1: 2595 Canyon Boulevard, Suite 200

Address Line 4: Boulder, COLORADO 80302

NAME OF SUBMITTER: Scott H. Culley

SIGNATURE: /Scott H. Culley/

DATE SIGNED: 04/24/2017

Total Attachments: 2

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> TRADEMARK REEL: 006040 FRAME: 0199

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT is made effective as of this 24 day of April, 2017, by Shoyeido Corporation, a Colorado corporation ("Assignor") for the benefit of Shoyeido Incense Co., Ltd. a corporation organized under the laws of Japan whose principal place of business is Karasuma Nijo, Nakagyo-ku, Kyoto 604-0857, Japan ("Assignee").

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged by Assignor, Assignor hereby assigns to Assignee all of its right, title and interest in and to the United States trademarks (hereafter, the "Marks") listed in Exhibit A attached hereto, together with any registrations thereof, the goodwill of the business of Assignor as symbolized by the Marks, whether based on common law or the laws of the various states, and the right (but not the obligation) to collect for all past, present and future infringements, and claims for damages and the proceeds thereof, including, without limitation, license royalties and proceeds of infringement suits and all rights corresponding thereto throughout the world by reason of any past and future acts of infringement that have occurred or may occur:

Assignor shall provide to Assignee, its successors, assigns or other legal representatives, cooperation and assistance at Assignee's reasonable request and reasonable expense (including the execution and delivery of any and all affidavits, declarations, oaths, samples, exhibits, specimens and other documentation as may be reasonably required): (1) in the preparation and prosecution of any affidavit of use or renewal of a registration covering any of the Marks; (2) in the prosecution or defense of any cancellation, infringement suits or other proceedings that may arise in connection with any of the Marks; (3) in obtaining any additional trademark protection that Assignee reasonably may deem appropriate that may be secured under the laws now or hereafter in effect in the United States or throughout the world; and (4) in the implementation or perfection of this Assignment.

Assignor: SHOYEIDO CORPORATION

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Acknowledged:

Assignee: SHOVEIDO INCENSE CO., LTD.

Motoaki Hata, Director

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STATE OF COLORADO) ss.

COUNTY OF BOULDER

Before me personally appeared Jeff Banach, Treasurer and Secretary of Shoyeido Corporation, and acknowledged the execution of the foregoing instrument this 25° day of March, 2017.

Witness my hand and official seal.

My Commission Expires:

Notary Public (

JENNY G. 8108 NOTARY PUBLIC - STATE OF COLONADO

Notary Identification #20014025918 My Commission Expires 6/21/2017

TRADEMARK

REEL: 006040 FRAME: 0200

Exhibit A The Marks

REGISTRATION NO.	MARK	
1698704	LISN	
1821951	MAGNIFISCENTS	
1835112	RUBY-STRENGTH	
2180807	SHOYEIDO	
2334705	10	
2421535	FLORAL-WORLD	
2640412	KYOTO MOON	
3116544	GOURMET INCENSE	
3918061	LIFE WITH FRAGRANCE	
4567678	SAPPHIRE	
4567679	AMETHYST	
4567682	DIAMOND	
4567685	RUBY	
	EMERALD	
4567686		

RECORDED: 04/24/2017