

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM424763

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL
SEQUENCE:	2

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Shoyeido Incense Co., Ltd.		04/24/2017	Corporation: JAPAN

RECEIVING PARTY DATA

Name:	Shoyeido USA, Inc.
Street Address:	1700 38th Street, Suite 101
City:	Boulder
State/Country:	COLORADO
Postal Code:	80301
Entity Type:	Corporation: COLORADO

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

Fax Number:

*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent***TRADEMARK**

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 Blvd Suite 200
Address Line 4: Boulder, COLORADO 80302

NAME OF SUBMITTER:	Scott H. Culley
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SIGNATURE:	/Scott H. Culley/
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DATE SIGNED:	04/24/2017
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Total Attachments: 2

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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT is made effective as of this 24th day of April, 2017, by SHOYEIDO INCENSE CO., LTD. a corporation organized under the laws of Japan ("Assignor") for the benefit of SHOYEIDO USA, INC., a Colorado corporation whose principal place of business is 1700 38th St, Ste 101, Boulder, CO 80301 ("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 INCENSE CO., LTD.**

By: Motoaki Hata
Motoaki Hata, Director

Acknowledged:

Assignee: **SHOYEIDO USA, INC.**

By: Jeff Banach
Jeff Banach, Treasurer and Secretary

STATE OF COLORADO)
) ss.
COUNTY OF BOULDER)


Before me personally appeared Motoaki Hata, Director of Shoyeido Incense Co., Ltd. and acknowledged the execution of the foregoing instrument this 24th day of March, 2017.

Witness my hand and official seal.

My Commission Expires:
8/21/2017

Denny B. Rio
Notary Public

**Exhibit A
The Marks**

REGISTRATION NO.	MARK
1698704	LISN
1821951	MAGNIFISCENTS
1835112	RUBY-STRENGTH
2180807	SHOYEIDO
2334705	
2421535	FLORAL-WORLD
2640412	KYOTO MOON
3116544	GOURMET INCENSE
3918061	LIFE WITH FRAGRANCE
4567678	SAPPHIRE
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