

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM426850

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Franklin Franchising Holdings LLC		04/27/2017	Limited Liability Company: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	HMSTORES BFC, LLC		
<b>Street Address:</b>	2810 Paa Street		
<b>Internal Address:</b>	Building A		
<b>City:</b>	Honolulu		
<b>State/Country:</b>	HAWAII		
<b>Postal Code:</b>	96819		
<b>Entity Type:</b>	Limited Liability Company: HAWAII		
<b>PROPERTY NUMBERS Total: 6</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3992260	BENFRANKLIN.COM	
<b>Registration Number:</b>	3897457	BENFRANKLIN.COM MAIN STREET USA	
<b>Registration Number:</b>	3988367	BEN FRANKLIN WELCOMES YOU TO THE 21ST CE	
<b>Registration Number:</b>	2315564	BEN FRANKLIN CRAFTS	
<b>Registration Number:</b>	1590260	BEN FRANKLIN CRAFTS	
<b>Registration Number:</b>	0715184	BEN FRANKLIN	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	3122220818		
<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>			
<b>Phone:</b>	312.222.0800		
<b>Email:</b>	chiipdocket@michaelbest.com		
<b>Correspondent Name:</b>	Luke W. DeMarte		
<b>Address Line 1:</b>	444 W. Lake Street, Suite 3200		
<b>Address Line 2:</b>	Michael Best & Friedrich LLP		
<b>Address Line 4:</b>	Chicago, ILLINOIS 60606		
<b>ATTORNEY DOCKET NUMBER:</b>	210793-0001		
<b>NAME OF SUBMITTER:</b>	Luke W. DeMarte		

OP \$165.00 3992260

<b>SIGNATURE:</b>	/luke w. demarte/
<b>DATE SIGNED:</b>	05/09/2017
<b>Total Attachments: 2</b> source=Franklin Capital - HMS BFC - Trademark Assignment - fully executed -- 20982482 v1#page1.tif source=Franklin Capital - HMS BFC - Trademark Assignment - fully executed -- 20982482 v1#page2.tif	

## TRADEMARK ASSIGNMENT

This Trademark Assignment, dated as of April 27, 2017, is made by Franklin Franchising Holdings LLC ("Assignor"), a Delaware limited liability company with an address at P.O. Box 744, Sturtevant, Wisconsin 53177, in favor of HMSTORES BFC, LLC ("Assignee"), a Hawaii limited liability company with an address at 2810 Paa Street, Building A, Honolulu, Hawaii 96819.

1. Assignment. For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby irrevocably conveys, transfers, and assigns to Assignee, and Assignee hereby accepts, all of Assignor's right, title, and interest in and to the following:

(a) the trademarks, trademark registrations and trademark applications set forth on Exhibit A hereto, together with the goodwill of the business connected with the use of, and symbolized by, such trademarks;

(b) all rights of any kind whatsoever of Assignor accruing under any of the foregoing provided by applicable law of any jurisdiction, by international treaties and conventions, and otherwise throughout the world;

(c) any and all royalties, fees, income, payments, and other proceeds now or hereafter due or payable with respect to any and all of the foregoing; and

(d) any and all claims and causes of action with respect to any of the foregoing, whether accruing before, on, or after the date hereof, including all rights to and claims for damages, restitution, and injunctive and other legal and equitable relief for past, present, and future infringement, dilution, misappropriation, violation, misuse, breach, or default, with the right but no obligation to sue for such legal and equitable relief and to collect, or otherwise recover, any such damages.

2. Recordation. Assignor hereby authorizes the United States Patent and Trademark Office to record and register this Trademark Assignment upon request by Assignee.

IN WITNESS WHEREOF, this Trademark Assignment has been duly executed by authorized representatives of Assignor and Assignee as of the date set forth above.

Assignor

Assignee

Franklin Franchising Holdings LLC

HMSTORES BFC, LLC

By: Franklin Capital Holdings LLC

By: BFS, Inc.

Its: Attorney In Fact


Its: Sole member

By: Scott J. Leber  
Name: Scott J. Leber

Title: Attorney

By: [Signature]  
Name: Lynklyshy ma  
Title: asst secretary

EXHIBIT A

Trademark	Country	Reg. No.	Reg. Date
BENFRANKLIN.COM	US	3992260	7/12/2011
BENFRANKLIN.COM MAIN STREET USA	US	3897457	12/28/2010
	US	3988367	7/5/2011
<b>Ben Franklin <i>Crafts</i></b>	US	2315564	2/8/2000
BEN FRANKLIN CRAFTS	US	1590260	4/3/1990
BEN FRANKLIN	US	0715184	5/9/1961