

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM431618

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Seaside Brands, Inc.		05/01/2017	Corporation: CALIFORNIA
RECEIVING PARTY DATA			
Name:	The Treadstone Group, Inc.		
Street Address:	2173 Smith Harbour Drive		
City:	Denver		
State/Country:	NORTH CAROLINA		
Postal Code:	28037		
Entity Type:	Corporation: NORTH CAROLINA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3918516	ARABELLA	
CORRESPONDENCE DATA			
Fax Number:	2142064330		
<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:	2142064300		
Email:	trina@richardlawgroup.com		
Correspondent Name:	James F. Struthers		
Address Line 1:	8411 Preston Road, Suite 890		
Address Line 4:	Dallas, TEXAS 75225		
NAME OF SUBMITTER:	James F. Struthers		
SIGNATURE:	/James F. Struthers/		
DATE SIGNED:	06/16/2017		
Total Attachments: 1			
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TRADEMARK ASSIGNMENT

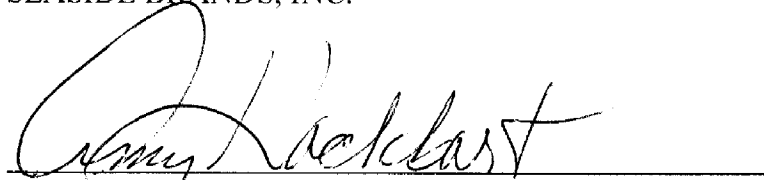
This Assignment is by and between Seaside Brands, Inc., a California corporation whose address is P.O. Box 1088, Manhattan Beach, CA 90267 ("Assignor") and The Treadstone Group, Inc., a North Carolina corporation whose address is 2173 Smith Harbour Drive, Denver, NC 28037 ("Assignee").

As used herein, "Mark" means the trademark ARABELLA and "Registration" means U.S. Trademark Registration 3,918,516 for the Mark.

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor assigns to Assignee, on a worldwide basis, all Assignor's right, title and interest in and to: the Mark, together with the goodwill of the business symbolized by the Mark: the right to bring suit and recover damages for past infringement: and all applications and registrations for the Mark that Assignor holds or controls, including the Registration. At Assignee's written request and expense, Assignor will sign additional documents as may be necessary to perfect or record the assignment herein.

SIGNED THIS 1 day of May, 2017

SEASIDE BRANDS, INC.



Name: Amy Hackbart

Title: President