

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM436464

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Simple Products Corporation		06/15/2017	Corporation: UTAH
RECEIVING PARTY DATA			
Name:	Hardy Dreams, LLC		
Street Address:	10378 South 6000 West		
City:	Payson		
State/Country:	UTAH		
Postal Code:	84651		
Entity Type:	Limited Liability Company: UTAH		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	3977032	FLIRTY APRONS	
Registration Number:	3802020	FLIRTY APRONS	
Registration Number:	3802122	FA FLIRTY APRONS	
Registration Number:	3617240	FLIRTY APRONS	
CORRESPONDENCE DATA			
Fax Number:	8012200625		
<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:	801-533-9645		
Email:	RNWLAW@aol.com		
Correspondent Name:	Robert Wilkinson		
Address Line 1:	110 So. Regent Street, Suite 200		
Address Line 4:	Salt Lake City, UTAH 84111		
NAME OF SUBMITTER:	Robert N. Wilkinson, attorney for Hardy		
SIGNATURE:	/Robert N. Wilkinson/		
DATE SIGNED:	07/25/2017		
Total Attachments: 7			
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TRADEMARK ASSIGNMENT

This Assignment ("Assignment") is made effective as of June 15, 2017 from Simple Products Corporation DBA Flirty Aprons, 138 E. 12300 S., Suite C-165, Draper, Utah 84020 ("ASSIGNOR"), to Hardy Dreams, LLC, a Utah limited liability company, 10378 S. 6000 W., Payson, Utah 84651 ("ASSIGNEE"):

WHEREAS, ASSIGNOR is the owner of each of the U.S. trademarks listed on the attached Exhibit A (the "Marks"). Under the terms of the Asset Purchase Agreement between Flirty Home, LLC and Assignee dated May 24, 2017, Assignor and Brian Christensen are required to assign to Assignee all of the "Flirty brand" trademarks owned by Brian Christensen or one of his affiliated companies, including any owned by Assignor.

WHEREAS, ASSIGNOR desires to convey, transfer, assign, deliver, and contribute to ASSIGNEE all of its right, title, and interest in and to each of the Marks described on the attached Exhibit A.

NOW, THEREFORE, in consideration of the payment of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby conveys, transfers, assigns, delivers, and contributes to ASSIGNEE all of ASSIGNOR'S right, title, and interest of whatever kind in and to each of the Marks described on the attached Exhibit A, together with (1) all income, royalties, and damages hereafter due or payable to ASSIGNOR with respect to the Marks, including without limitation, damages, and payments for past or future infringements and misappropriations of the Marks: and (2) all rights to sue for past, present and future infringements or misappropriations of the Marks.

ASSIGNOR further covenants that it will execute all documents, papers, forms and authorizations and take all other actions that may be necessary for securing, completing, or vesting in ASSIGNEE full right, title, and interest in the Marks.

IN WITNESS WHEREOF, ASSIGNOR has duly executed under seal and delivered this Assignment, as of the day and year first above written.

Simple Products Corporation
DBA Flirty Aprons

By: 

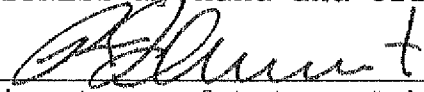
Brian Christensen, President

ACKNOWLEDGEMENT

STATE OF UTAH)
) : SS.
COUNTY OF Salt Lake)

On June 15, 2017 before me, Richard Thurston, a Notary Public, personally appeared Brian Christensen, who is the President of Simple Products Corporation DBA Flirty Aprons, a Utah corporation proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

WITNESS my hand and official seal.



Signature of Notary Public

[SEAL]

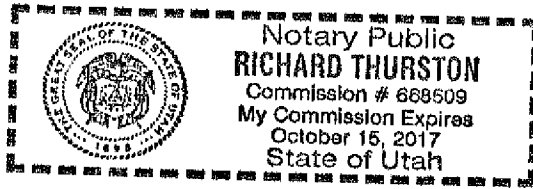


EXHIBIT A

List of Trademarks Assigned by Assignor to Assignee

Name or Description Of Trademark	Registration Number	Serial Number	International Class Number
Flirty Aprons (standard character mark)	3977032	85128310	25
Flirty Aprons (an illustration drawing with letters in stylized form)	3802020	77734758	25
FA Flirty Aprons (an illustration drawing that includes words)	3802122	77766886	25
Flirty Aprons (an illustration drawing that includes words)	3617240	77435528	25

NOTE: COPIES OF THE MARKS ARE ATTACHED.

AGRS/2512

United States of America

United States Patent and Trademark Office

Flirty Aprons

Reg. No. 3,977,032

Registered June 14, 2011

Int. Cl.: 25

HANSEN & TAYLOR INVESTMENT GROUP, LLC (UTAH LIMITED LIABILITY COMPANY),
DBA FLIRTY APRONS
1122 E 930 S
PROVO, UT 84606

FOR: APRONS; COBBLERS' APRONS, IN CLASS 25 (U.S. CLS. 22 AND 39).

TRADEMARK

FIRST USE 2-18-2008; IN COMMERCE 3-10-2008.

PRINCIPAL REGISTER

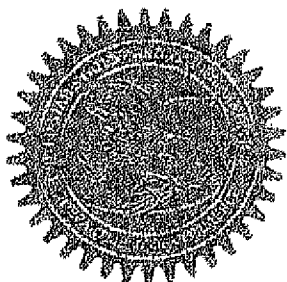
THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 3,617,240, 3,802,020, AND 3,802,122.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "APRONS", APART FROM THE MARK AS SHOWN.

SER. NO. 85-128,310, FILED 9-13-2010.

JASON TURNER, EXAMINING ATTORNEY



David J. Kappas

Director of the United States Patent and Trademark Office

TRADEMARK
REEL: 006113 FRAME: 0616

United States of America

United States Patent and Trademark Office



Reg. No. 3,802,020

Registered June 15, 2010

Int. Cl.: 25

TRADEMARK

PRINCIPAL REGISTER

HANSEN & TAYLOR INVESTMENT GROUP, LLC (UTAH LIMITED LIABILITY COMPANY)
746 NORTH 1890 WEST
PROVO, UT 84601

FOR: APRONS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 3-4-2009; IN COMMERCE 3-4-2009.

OWNER OF U.S. REG. NO. 3,617,240.

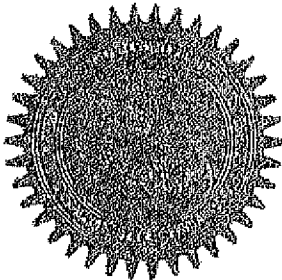
THE COLOR(S) BROWN, DARK BROWN, WHITE IS/ARE CLAIMED AS A FEATURE OF THE MARK.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "APRONS", APART FROM THE MARK AS SHOWN.

THE MARK CONSISTS OF A BROWN, ALMOST SQUARE BOX WITH DARK BROWN SHADING AROUND THE EDGES OF THE INSIDE OF THE BOX AND A BROWN INSIDE. THE WORD "FLIRTY" IS ABOVE THE WORD "APRONS", BOTH IN WHITE, WITH A THIN FONT AND A SWIRL ON THE "S" IN THE LETTER "APRONS".

SER. NO. 77-734,758, FILED 5-12-2009.

LESLIE RICHARDS, EXAMINING ATTORNEY



David J. Kappas

Director of the United States Patent and Trademark Office

TRADEMARK
REEL: 006113 FRAME: 0617

United States of America

United States Patent and Trademark Office



Reg. No. 3,802,122

Registered June 15, 2010

Int. Cl.: 25

TRADEMARK

PRINCIPAL REGISTER

HANSEN & TAYLOR INVESTMENT GROUP, LLC (UTAH LIMITED LIABILITY COMPANY)
746 NORTH 1890 WEST
PROVO, UT 84601

FOR: APRONS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 3-4-2009; IN COMMERCE 3-4-2009.

OWNER OF U.S. REG. NO. 3,617,240.

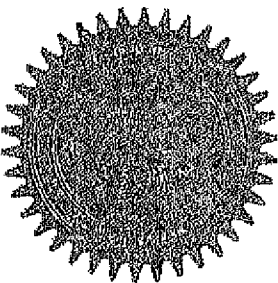
THE COLOR(S) BROWN AND WHITE IS/ARE CLAIMED AS A FEATURE OF THE MARK.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "APRONS", APART FROM THE MARK AS SHOWN.

THE MARK CONSISTS OF A BROWN SQUARE BOX WITH THE LETTERS "F" AND "A" IN IT. THE "F" IS IN THE TOP LEFT HAND CORNER AND THE "A" IS IN THE BOTTOM RIGHT HAND CORNER AND THEY SLIGHTLY OVERLAP. BOTH CAPITALIZED AND IN WHITE, TO THE RIGHT OF THE BOX AND ALIGNED WITH IT ARE THE WORDS "FLIRTY APRONS" WITH A SLIGHT SWIRL IN THE LETTER "S". ALL LETTERS ARE CAPITALIZED AND IN BROWN WITH WHITE BACKGROUND.

SER. NO. 77-766,886, FILED 6-24-2009.

LESLIE RICHARDS, EXAMINING ATTORNEY



David J. Kappas

Director of the United States Patent and Trademark Office

TRADEMARK
REEL: 006113 FRAME: 0618

REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION

Requirements in the First Ten Years*

What and When to File:

- **First Filing:** A Declaration of Continued Use (or Excusable Non-use), filed between the 5th and 6th years after the registration date. (See 15 U.S.C. §1058; 37 C.F.R. §2.161.)
- **Second Filing:** A Declaration of Continued Use (or Excusable Non-use) and an Application for Renewal, filed between the 9th and 10th years after the registration date. (See 15 U.S.C. §1058 and §1059; 37 C.F.R. §2.161 and 2.183.)

Requirements in Successive Ten-Year Periods*

What and When to File:

- A Declaration of Continued Use (or Excusable Non-use) and an Application for Renewal, filed between each 9th and 10th-year period after the date when the first ten-year period ends. (See 15 U.S.C. §1058 and §1059; 37 C.F.R. §2.161 and 2.183.)

Grace Period Filings*

There is a six-month grace period for filing the documents listed above, with payment of no additional fee.

The U.S. Patent and Trademark Office (USPTO) will **NOT** send you any future notice or reminder of these filing requirements. Therefore, you should contact the USPTO approximately one year prior to the deadlines set forth above to determine the requirements and fees for submission of the required filings.

NOTE: Electronic forms for the above documents, as well as information regarding current filing requirements and fees, are available online at the USPTO web site:

www.uspto.gov

**YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT
FILE THE DOCUMENTS IDENTIFIED ABOVE DURING THE
SPECIFIED TIME PERIODS.**

*Exception for the Extensions of Protection under the Madrid Protocol:
The holder of an international registration with an extension of protection to the United States must file, under slightly different time periods, a Declaration of Continued Use (or Excusable Non-use) at the USPTO. See 15 U.S.C. §1141k; 37 C.F.R. §7.36. The renewal of an international registration, however, must be filed at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol. See 15 U.S.C. §1141j; 37 C.F.R. §7.41.

Int. Cl.: 25

Prior U.S. Cls.: 22 and 39

United States Patent and Trademark Office

Reg. No. 3,617,240
Registered May 5, 2009

TRADEMARK
PRINCIPAL REGISTER



HANSEN & TAYLOR INVESTMENT GROUP LLC
(UTAH LIMITED LIABILITY COMPANY)
146 N 200 W
UTAH UT 84601

FOR: CLOTHING, NAMELY, APRONS, T-SHIRTS,
HEADBANDS, IN CLASS 25 (U.S. CLS. 31 AND 39)

FIRST USE 2-16-2008 IN COMMERCE 3-10-2005

NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "APRONS", APART FROM THE
MARK AS SHOWN.

THE MARK CONSISTS OF A SQUARE WITH THE
STYLIZED TEXT "FLIRTY APRONS". THE LETTER
"O" IN "APRONS" IS A SOLID OVAL.

SN 77-85,324, FILED 3-11-2008

IRA L. GOODSPEED, EXAMINING ATTORNEY