

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM442661

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
International Franchise Inc.		09/11/2017	Corporation: CANADA
RECEIVING PARTY DATA			
Name:	YF Franchise LLC		
Street Address:	210 Shields Court		
City:	Markham, Ontario		
State/Country:	CANADA		
Postal Code:	L3R 8V2		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1435868	HEIDI'S ADD A LITTLE CULTURE TO YOUR LIF	
CORRESPONDENCE DATA			
Fax Number:	3367226558		
<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:	3367223700		
Email:	trademarks@belldavisritt.com		
Correspondent Name:	Arthur J. DeBaugh / Bell, Davis & Pitt		
Address Line 1:	100 N. CHERRY STREET		
Address Line 2:	SUITE 600		
Address Line 4:	WINSTON-SALEM, NORTH CAROLINA 27101		
DOMESTIC REPRESENTATIVE			
Name:	Arthur J. DeBaugh / Bell, Davis & Pitt		
Address Line 1:	100 N. Cherry Street		
Address Line 2:	Suite 600		
Address Line 4:	Winston-Salem, NORTH CAROLINA 27101		
NAME OF SUBMITTER:	Arthur J. DeBaugh		
SIGNATURE:	/Arthur J. DeBaugh/		
DATE SIGNED:	09/11/2017		

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Total Attachments: 1

source=HEIDI'S Assignment of TM and Accompanying Goodwill - IFI to YFF LLC. 11.11.2017#page1.tif

**ASSIGNMENT OF TRADEMARK
AND ACCOMPANYING GOODWILL**

WHEREAS International Franchise Inc., a corporation organized and existing under the laws of Canada, with an address of 210 Shields Court, Markham, Ontario L3R 8V2 CANADA (hereinafter the "Assignor"), is the owner of the trademark HEIDI'S ADD A LITTLE CULTURE TO YOUR LIFE & Design and the registration therefor in the United States Patent and Trademark Office (Registration No. 1,435,868) and the goodwill of the business associated with such trademark in the United States and symbolized thereby, and all rights appurtenant thereto, including, but not limited to, all common law rights, if any, causes of action, all interests, claims and rights for damages, profits and other awards by reason of any past infringement, dilution, misappropriation or other violation thereof, and the right to sue therefor (collectively the "Mark"); and

WHEREAS YF Franchise LLC, a limited liability company organized and existing under the laws of the State of Delaware (hereinafter the "Assignee"), is desirous of acquiring the Mark and all goodwill associated therewith and symbolized thereby and all rights appurtenant thereto;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which Assignor acknowledges by its execution below:

1. Assignor hereby assigns to Assignee all of its rights, title and interest in and to the Mark (including but not necessarily limited to Registration No. 1,435,868), together with the goodwill of the business associated therewith and symbolized thereby in the United States, and together with all rights appurtenant thereto, including, but not limited to, all common law rights, if any, causes of action, all interests, claims and rights for damages, profits and other awards by reason of any past infringement, dilution, misappropriation, or other violation thereof, and the right to sue therefor.

2. Assignor agrees to perform all reasonable and proper additional acts and to execute any additional documents at the request of Assignee which may be required to transfer all of Assignor's rights, title, and interest in and to the Marks and/or the rights appurtenant thereto to Assignee, its successors or assigns.

IN WITNESS WHEREOF, we have hereto set our hand(s) and seal(s) on the dates set forth below.

International Franchise Inc.,
Assignor



Signature

Name: Aaron Serruya

Title: President

Date: September 11, 2017

YF Franchise LLC,
Assignee



Signature

Name: Aaron Serruya

Title: President

Date: September 11, 2017