

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM443987

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
SEQUENCE:	1		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Neat Method, Inc.		08/25/2017	Corporation: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Neat Method Strategies Holding, LLC		
Street Address:	8680 Swinnea Road		
Internal Address:	Suite 103		
City:	Southaven		
State/Country:	MISSISSIPPI		
Postal Code:	38671		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	4263889	NEAT	
Registration Number:	4191734	NEAT METHOD	
Serial Number:	87317127	NEAT METHOD	
CORRESPONDENCE DATA			
Fax Number:			
<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:	615 782 2200		
Email:	alexandra.mackay@stites.com, sritchie@stites.com		
Correspondent Name:	Alexandra MacKay; Sean Ritchie		
Address Line 1:	401 Commerce Street		
Address Line 2:	Suite 800		
Address Line 4:	Nashville, TENNESSEE 37219		
NAME OF SUBMITTER:	Alexandra MacKay		
SIGNATURE:	/Alex/		
DATE SIGNED:	09/21/2017		
Total Attachments: 2			

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TRADEMARK ASSIGNMENT

WHEREAS, Neat Method, Inc., a California corporation ("Assignor") is the owner of the marks and related federal applications and registrations identified on *Exhibit A*, attached to and made a part of this Assignment;

WHEREAS, Assignor and Neat Method Strategies Holding, LLC ("Assignee") entered into that certain contribution agreement by and among Assignor, Assignee, and three individuals dated as of even date herewith (the "Agreement");

WHEREAS pursuant to the Agreement, Assignor assigned, transferred, and conveyed to Assignee and Assignee has acquired all right title and interest in and to the marks identified on *Exhibit A* (collectively, the "Marks");

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor, does hereby, sell, assign, set over, transfer, and convey to Assignee the entire right, title, and interest in and to the Marks and all variations of them, and the U.S. Patent and Trademark registrations and application thereof, together with the goodwill connected with the use of and symbolized by the Marks, the same and the rights of Assignor to be held and enjoyed by Assignee for its own use and enjoyment, and for use and enjoyment of its successors, assigns, or other legal representatives, as fully or entirely as the same would have been held and enjoyed by Assignor if this assignment had not been made, together with all claims for legal and equitable relief of any kind by reason of past infringement of said Marks and the registration, with the right to sue for and obtain the same for its own use and behalf, and for the use of its successors, or other legal representatives.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be duly executed as of the date set forth below:

Executed this 25th day of August, 2017.

Neat Method, Inc.

By: Ashley Murphy
Name: Ashley Murphy
Title: President

A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document.

Subscribed and Sworn to before me on this _____ day of _____, 2017.

Notary Public

My commission expires: _____

State of California
County of MARIN

Subscribed and sworn to (or affirmed) before me on this 25 day of AUGUST, 2017
by ASHLEY RIEGEL-MURPHY
proved to me on the basis of satisfactory evidence to be the person(s) who appeared before me.

Faati Maroofi
Signature (Notary Seal)
NOTARY PUBLIC

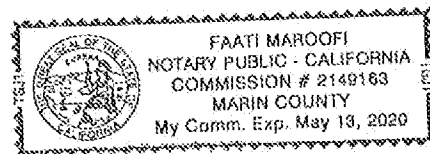


EXHIBIT A

Marks

MARK	REG./APP. NO.	GOODS/SERVICES	IC
NEAT METHOD	4,191,734	Organizational services for home or personal purposes, namely, organizing closet, kitchen, bathroom, bedroom and living spaces	45
NEAT	4,263,889	Organizational services for home or personal purposes, namely, organizing closet, kitchen, bathroom, bedroom and living spaces	45
NEAT METHOD	87/317,127	Metal closet and kitchen organizer components and accessories sold individually, namely, storage cube containers; General purpose metal storage containers; General purpose metal storage bins; Metal storage containers for kitchen utensils Labels of paper or cardboard; Adhesive labels; Wet erase paper labels; Printed paper labels; Printed novelty paper labels for use on storage containers; Chalkboard label stickers; Drawer liners; Desktop organizers	06 16