

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM457286

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
NeedWant, Inc.		12/17/2017	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Primary Goods LLC		
Street Address:	936 South Olive Street, Apt 731		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90015		
Entity Type:	Limited Liability Company: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	87160151	PRIMARY	
CORRESPONDENCE DATA			
Fax Number:	6022584441		
<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:	602-258-4440		
Email:	chris@daylawfirm.com		
Correspondent Name:	Christopher J. Day		
Address Line 1:	9977 North 90th Street, Suite 155		
Address Line 4:	Scottsdale, ARIZONA 85258		
NAME OF SUBMITTER:	Christopher J. Day		
SIGNATURE:	/Christopher J. Day/		
DATE SIGNED:	01/08/2018		
Total Attachments: 1			
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OP \$40.00 87160151

PRIMARY

Trademark: PRIMARY
App. Ser. No.: 87160151

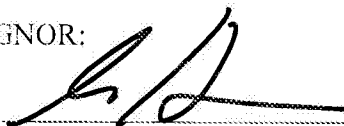
TRADEMARK ASSIGNMENT

WHEREAS, NeedWant, Inc., a corporation organized under the laws of Delaware, with an address of 1006 Olive Street, Ste 200, Saint Louis, MO 63101 ("Assignor"), owns and uses the mark PRIMARY in connection with the goods/services identified in the above-identified trademark registration application; and

WHEREAS, Primary Goods LLC, a limited liability company organized under the laws of California, with an address of 936 South Olive Street, Apt 731, Los Angeles, CA 90015 ("Assignee"), is desirous of acquiring said mark and the underlying trademark registration application.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee, all right, title and interest in and to the said mark, and the above identified registration application, together with the good will of the business symbolized by the mark.

ASSIGNOR:



Signature

Marshall Haas

Printed Name

CEO

Title

12/17/2017

Date