

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM459499

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|---|--|-----------------------------------|--------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| KP Products, Inc. | | 01/10/2018 | Corporation: UTAH |
| RECEIVING PARTY DATA | | | |
| Name: | Bristlecone, Inc. | | |
| Street Address: | 960 N Dixie Downs St. | | |
| City: | Saint George | | |
| State/Country: | UTAH | | |
| Postal Code: | 84770 | | |
| Entity Type: | Corporation: UTAH | | |
| PROPERTY NUMBERS Total: 8 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 3840000 | | |
| Registration Number: | 3839999 | KIMBERLY PARRY | |
| Registration Number: | 3935808 | KIMBERLY PARRY | |
| Registration Number: | 4283718 | KIMBERLY PARRY | |
| Registration Number: | 4283719 | EDUCATE...DIFFERENTIATE...ELEVATE | |
| Registration Number: | 4369279 | OUR FOUNDATION, YOUR STORY | |
| Registration Number: | 4258895 | ORGANICS | |
| Serial Number: | 87164883 | LITTLE PRANA | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 3109989109 | | |
| <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: | 3109989100 | | |
| Email: | lp@conklelaw.com | | |
| Correspondent Name: | Mark D. Kremer | | |
| Address Line 1: | 3130 Wilshire Blvd., Suite 500 | | |
| Address Line 4: | Santa Monica, CALIFORNIA 90403 | | |
| NAME OF SUBMITTER: | Mark D. Kremer | | |
| SIGNATURE: | /Mark D. Kremer/ | | |

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|---|------------|
| DATE SIGNED: | 01/25/2018 |
| Total Attachments: 3 source=KP to BR Assignment#page1.tif source=KP to BR Assignment#page2.tif source=KP to BR Assignment#page3.tif | |

ASSIGNMENT OF TRADEMARKS

WHEREAS, KP Products, Inc. ("Assignor"), a Utah Corporation, having its principal place of business at 960 N Dixie Downs St., Saint George, UT, 84770 is the owner of the trademarks, trade dress and registrations thereof listed on Attachment A (collectively, the "Trademarks").

WHEREAS, Bristlecone, Inc. ("Assignee"), a Utah Corporation, having its principal place of business at 960 N Dixie Downs St., Saint George, UT, 84770 wishes to acquire all the right, title and interest to said Trademarks, together with all goodwill pertaining thereto.

NOW THEREFORE, incorporating the recitals as set forth above, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor assigns the Trademarks to Assignee as follows:

1. **GRANT OF RIGHTS:**

- a. Assignor irrevocably grants, sells, transfers, assigns and delivers to Assignee, all right, title and interest of every kind and character throughout the world that it has, if any, in and to the Trademarks, and the goodwill of the business pertaining thereto, including the right to and all claims for past damages, it being acknowledged and understood that it is the intention of this assignment to confer upon Assignee, Assignor's full and complete title to and ownership of the Trademarks, for their life, or any term allowed by this law of every jurisdiction.

2. **RIGHTS AND OBLIGATIONS:**

- a. Assignor agrees to execute and deliver, or cause to be executed and delivered, to Assignee or any purchaser of the Trademarks from Assignee, any and all documents and instruments, in form and substance reasonably satisfactory to Assignee and its counsel, necessary or useful or which may become necessary or useful to effect and complete the transfer, grant or sale to Assignee of all rights or property acquired or intended to be acquired by Assignee under this Assignment and shall pay any fees or expense necessary for such transfer, grant or sale, found due and owing prior to the date of this Assignment.

IN WITNESS WHEREOF, each party has agreed to and executed this Assignment as of January 10, 2018.

ASSIGNOR:

KP Products, Inc.

By: 

Name: Kimberly Parry
Title: President


ASSIGNEE:

Bristlecone, Inc.

By: 

Name: Kimberly Parry
Title: President

ATTACHMENT A

| Trademark | Country | Status | App./Reg. No. | App./Reg. Date | Owner |
|---|----------------|---------------|-------------------------------------|--|--|
|  | U.S. | Registered | App. 77783619 Reg. 3840000 | App. 7/17/2009 Reg. 8/31/2010 | KP Products, Inc. |
| KIMBERLY PARRY | U.S. | Registered | App. 77783614 Reg. 3839999 | App. 7/17/2009 Reg. 8/31/2010 | KP Products, Inc. |
| KIMBERLY PARRY | U.S. | Registered | App. 85014711 Reg. 3935808 | App. 4/15/2010 Reg. 3/22/2011 | KP Products, Inc. DBA Kimberly Parry Organics |
| KIMBERLY PARRY | U.S. | Registered | App. 85443811 Reg. 4283718 | App. 8/10/2011 Reg. 1/29/2013 | KP Products, Inc. DBA Kimberly Parry Organics |
| EDUCATE...DIFFERENTIATE...ELEVATE | U.S. | Registered | App. 85443812 Reg. 4283719 | App. 10/10/2011 Reg. 1/29/2013 | KP Products, Inc. DBA Kimberly Parry Organics |
| OUR FOUNDATION, YOUR STORY | U.S. | Registered | App. 85443815 Reg. 4369279 | App. 10/10/2011 Reg. 7/16/2013 | KP Products, Inc. DBA Kimberly Parry Organics |
|  | U.S. | Registered | App. 85448128 Reg. 4258895 | App. 10/14/2011 Reg. 12/11/2012 | KP Products, Inc. DBA Kimberly Parry Organics |
| LITTLE PRANA | U.S. | Pending | App. 87164883 | App. 9/08/2016 | KP Products, Inc. DBA Kimberly Parry Organics |
| KIMBERLY PARRY | Australia | Pending | App. 1318303 | App. 8/11/2016 | KP Products, Inc. |
| KIMBERLY PARRY | Switzerland | Pending | App. 1318303 | App. 8/11/2016 | KP Products, Inc. |
| KIMBERLY | South Korea | Pending | App. | App. | KP Products, Inc. |

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| PARRY | | | 1318303 | 8/11/2016 | |
| KIMBERLY PARRY | New Zealand | Pending | App. 1318303 | App. 8/11/2016 | KP Products, Inc. |
| KIMBERLY PARRY | Singapore | Pending | App. 1318303 | App. 8/11/2016 | KP Products, Inc. |
| KIMBERLY PARRY | EU | Registered | App. 9040544 Reg. 9040544 | App. 4/20/2010 Reg. 11/25/2010 | KP Products, Inc. |
| KIMBERLY PARRY | Hong Kong | Registered | App. 301933722 Reg. 301933722 | App. 6/01/2011 Reg. 6/01/2011 | KP Products, Inc. |
| KIMBERLY PARRY | Japan | Registered | App. 2013-063867 Reg. 5642396 | App. 8/16/2013 Reg. 1/10/2014 | KP Products, Inc. |
| KIMBERLY PARRY | China | Pending | App. 2112037 | App. 8/26/2016 | KP Products, Inc. |
| KIMBERLY PARRY | China | Pending | App. 2112036 | App. 8/26/2016 | KP Products, Inc. |
| LITTLE PRANA | China | Pending | App. 21112035 | App. 8/26/2016 | KP Products, Inc. |
| LITTLE PRANA | China | Pending | App. 21112034 | App. 8/26/2016 | KP Products, Inc. |
| LITTLE PRANA | China | Pending | App. 21112033 | App. 8/26/2016 | KP Products, Inc. |