

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM459504

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Pal Business Holdings, Inc.		01/10/2018	Corporation: NEVADA
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: 1			
Property Type	Number	Word Mark	
Serial Number:	87251296	GENTLE FRIENDS	
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/		
DATE SIGNED:	01/25/2018		
Total Attachments: 2			
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ASSIGNMENT OF TRADEMARKS

WHEREAS, Pal Business Holdings, Inc. ("Assignor"), a Nevada Corporation, having its principal place of business at 5348 Vegas Drive, Las Vegas, NV 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:

Pal Business Holdings, 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
GENTLE FRIENDS	U.S.	Pending	App. 87251296	App. 11/29/2016	Pal Business Holdings, Inc.