

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM459927

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Simply Southern, LLC	FORMERLY Simply Southern Fine Arts and Home Decor, LLC	01/29/2018	Limited Liability Company: LOUISIANA
RECEIVING PARTY DATA			
Name:	Dazzle Up, LLC		
Also Known As:	Simply Southern		
Street Address:	498 Gallimore Dairy Rd.		
City:	Greensboro		
State/Country:	NORTH CAROLINA		
Postal Code:	27409		
Entity Type:	Limited Liability Company: NORTH CAROLINA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	87388997	SIMPLY SOUTHERN	
Registration Number:	3335887	SIMPLY SOUTHERN	
CORRESPONDENCE DATA			
Fax Number:	3362329075		
<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:	3362713175		
Email:	dsar@brookspierce.com		
Correspondent Name:	David W Sar		
Address Line 1:	P.O. Box 26000		
Address Line 4:	Greensboro, NORTH CAROLINA 27420		
ATTORNEY DOCKET NUMBER:	Simply Southern Assignmnt		
NAME OF SUBMITTER:	David W. Sar		
SIGNATURE:	/DavidWSar/		
DATE SIGNED:	01/30/2018		
Total Attachments: 1			
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OP \$65.00 87388997

Memorandum of Assignment

THIS Memorandum of Assignment ("Assignment") is made by and between Dazzle Up, LLC, a North Carolina limited liability company ("Dazzle Up"), and Simply Southern, LLC f/k/a Simply Southern Fine Arts and Home Décor, LLC, a Louisiana limited liability company ("SS LA"), collectively referred to as the "Parties" and individually as a "Party."

Prior to this Assignment, SS LA owned trademark Reg. No. 3,335,887 for SIMPLY SOUTHERN for "retail and computerized online ordering services featuring [various goods]" (the "Services Registration").

Prior to this Assignment, SS LA owned a pending trademark application for SIMPLY SOUTHERN for a variety of products, Application Serial No. 87/388997 (the "SS LA Application")

As more particularly described in that certain Settlement Agreement between the Parties, SS LA has sold, assigned, conveyed, transferred, and delivered to Dazzle Up all of its right, title and interest in and to the Services Registration and the SS LA Application (the "Transferred Marks") together with the goodwill associated therewith (including the right to renew any registrations in the Transferred Marks), the right to recover damages and profits and all other remedies for past infringements, and all other rights, privileges, and benefits contained therein and pertaining thereto.

DAZZLE UP, LLC

SIMPLY SOUTHERN, LLC

By:

Virginia Aydogdu

By:

[Signature]

Name:

Virginia Aydogdu

Name:

REBECCA PRADFORD

Title:

member

Title:

OWNER

Date:

1/29/18

Date:

1/28/18