

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM452876

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
STEW LEONARD'S		11/30/2017	Partnership: CONNECTICUT
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	STEW LEONARD'S		
<b>Street Address:</b>	100 Westport Avenue		
<b>City:</b>	Norwalk,		
<b>State/Country:</b>	CONNECTICUT		
<b>Postal Code:</b>	06851		
<b>Entity Type:</b>	Partnership: CONNECTICUT		
<b>Composed Of:</b>	<ul style="list-style-type: none"> <li>• The Marianne Leonard Trust of 1993, CONNECTICUT, Trust <ul style="list-style-type: none"> <li>• Jill Tavello, UNITED STATES, INDIVIDUAL</li> <li>• Daniel L. Arthur, UNITED STATES, INDIVIDUAL</li> </ul> </li> <li>• The Marianne Leonard Trust of 2006, CONNECTICUT, Trust <ul style="list-style-type: none"> <li>• Daniel L. Arthur, UNITED STATES, INDIVIDUAL</li> <li>• Lizabeth L. Hollis, UNITED STATES, INDIVIDUAL</li> </ul> </li> </ul>		
<b>PROPERTY NUMBERS Total: 10</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2019029	BETHY'S BAKERY	
<b>Registration Number:</b>	2422635		
<b>Registration Number:</b>	2507917	LOWER THE PRICE, SELL THE BEST, WORD OF	
<b>Registration Number:</b>	2131092	MRS. LEONARD'S	
<b>Registration Number:</b>	1695060	OUR POLICY RULE 1 THE CUSTOMER IS ALWAYS	
<b>Registration Number:</b>	1232913	STEW LEONARD'S	
<b>Registration Number:</b>	1241294	STEW LEONARD'S	
<b>Registration Number:</b>	2314036	STEW LEONARD'S	
<b>Registration Number:</b>	2007612	STEW'S	
<b>Registration Number:</b>	3618636	STEW'S NAKED	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2037875818		
<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>			

OP \$265.00 2019029

**Phone:** 203-787-0595  
**Email:** bsullivan@delpet.com  
**Correspondent Name:** Peter W. Peterson  
**Address Line 1:** DeLIO, PETERSON & CURCIO, LLC  
**Address Line 2:** 700 State Street, Suite 402  
**Address Line 4:** New Haven, CONNECTICUT 06511

<b>ATTORNEY DOCKET NUMBER:</b>	SWL612
<b>NAME OF SUBMITTER:</b>	Peter W. Peterson
<b>SIGNATURE:</b>	/Peter W. Peterson/
<b>DATE SIGNED:</b>	12/01/2017

**Total Attachments: 3**

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## TRADEMARK ASSIGNMENT

WHEREAS, **STEW LEONARD'S**, a partnership duly organized and existing under and by virtue of the laws of the State of Connecticut composed of The Marianne Leonard Trust of 1993 (Jill Tavello U.S. citizen and Daniel L. Arthur U.S. citizen), Connecticut, Trustee; and The Marianne Leonard Trust of 2006 (Daniel L. Arthur U.S. citizen), Connecticut, Trustee, having its principal place of business at 100 Westport Avenue, Norwalk, Connecticut 06851, (hereinafter referred to as "Assignor"), has adopted, used and is using in its business the trademarks set forth in **SCHEDULE A** attached hereto and made part of this assignment, which are registered or the subject of pending applications for registration in the United States Patent and Trademark Office; and

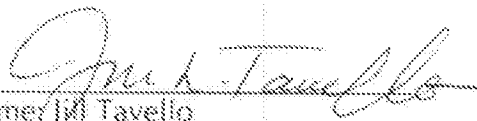
**STEW LEONARD'S**, a partnership duly organized and existing under and by virtue of the laws of the State of Connecticut composed of The Marianne Leonard Trust of 1993 (Jill Tavello U.S. citizen and Daniel L. Arthur U.S. citizen), Connecticut, Trustee; and The Marianne Leonard Trust of 2006 (Daniel L. Arthur U.S. citizen and Elizabeth L. Hollis U.S. citizen), Connecticut, Trustee, having its principal place of business at 100 Westport Avenue, Norwalk, Connecticut 06851, (hereinafter referred to as "Assignee") is desirous of acquiring said trademarks set forth in the attached **SCHEDULE A** and the respective registrations and applications for registration thereof together with the goodwill of the business in connection therewith;

NOW, THEREFORE, for good and valuable consideration furnished by Assignee, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby sell, assign and transfer unto Assignee, its successors and assigns, the entire right, title and interest in and to the said trademark registrations and applications for registration set forth in **SCHEDULE A**, together with the goodwill of the business symbolized by said

trademarks and registrations and including all claims for damages by reason of infringement of said trademarks and registrations with the right to sue for damages and collect the same from and prior to the date given below, all for the Assignee's use and for the use of its successors and assigns.

IN WITNESS WHEREOF, Assignor has hereunto caused this instrument to be signed by its duly authorized officer this 30<sup>th</sup> day of November, 2017.

**STEW LEONARD'S, a Connecticut partnership**

By: 

Name: Jim Tavello

Title: Trustee, the Marianne Leonard Trust of 1993

SCHEDULE A

MARK	REGISTRATION NO.
BETHY'S BAKERY	2,019,029
DESIGN OF BOY MILKING COW	2,422,635
LOWER THE PRICE, SELL THE BEST, WORD OF MOUTH DOES THE REST!	2,507,917
MRS. LEONARD'S (Stylized)	2,131,092
OUR POLICY...	1,695,060
STEW LEONARD'S & DESIGN	1,232,913
STEW LEONARD'S (Stylized)	1,241,294
STEW LEONARD'S (Stylized)	2,314,036
STEW'S (Stylized)	2,007,612
STEW'S NAKED (Stylized)	3,618,636