

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM466886

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Shem Swerkes		03/13/2018	INDIVIDUAL: UNITED STATES
Jubal McMillan		03/13/2018	INDIVIDUAL: UNITED STATES
Stacy McIntosh		03/13/2018	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	SJS Direct, LLC		
Street Address:	10023 Fox Borough Dr.		
City:	Oakdale		
State/Country:	CALIFORNIA		
Postal Code:	95361		
Entity Type:	Limited Liability Company: CALIFORNIA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	5043621	SAFETYPUP XD	
Registration Number:	4900513		
CORRESPONDENCE DATA			
Fax Number:			
<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:	843-654-0078		
Email:	info@onlinetrademarkattorneys.com		
Correspondent Name:	Alexandra Summers		
Address Line 1:	616 Bath Street		
Address Line 4:	Santa Barbara, CALIFORNIA 93101		
NAME OF SUBMITTER:	Alexandra Summers		
SIGNATURE:	/ABS/		
DATE SIGNED:	03/23/2018		
Total Attachments: 3			
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OP \$65.00 5043621

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT Agreement ("Assignment") is executed on this 13th day of March 2018 ("Effective Date") by Shem Swerkes, a United States citizen, Jubal McMillan, a United States citizen, and Stacy McIntosh, a United States citizen, all with an address of 10023 Fox Borough Dr., Oakdale, CA 95361 (collectively "Assignors");

IN FAVOR OF

SJS Direct, LLC, a California Limited Liability Company with an address of 10023 Fox Borough Dr., Oakdale, CA 95361 ("Assignee");

WHEREAS, the Assignors own all rights, titles and interests in the trademarks listed in Schedule A, U.S. Registration No. 5,043,621 and U.S. Registration No. 4,900,513 (the "Trademarks"), together with the goodwill associated with the business in connection with and symbolized by the Trademarks; and

WHEREAS, Assignors have acquired registration of the Trademarks on the Principal Register with the United States Patent and Trademark Office based on Assignors' actual use of the marks in commerce in connection with the goods listed in the application;

WHEREAS, Assignee is acquiring the rights, titles, goodwill and interests in the Trademark;

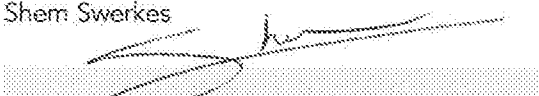
NOW, THEREFORE, for good and valuable consideration of (one dollar) \$1.00 USD, the receipt and sufficiency of which is hereby acknowledged, Assignors hereby sell, assign, transfer and otherwise convey to Assignee all rights, title and interest in and to the Trademark, together with the goodwill of the business connected with and symbolized by the Trademark and the registrations therewith.

SIGNATURES. The parties may execute this Agreement by electronic means and in electronic counterparts.


IN WITNESS WHEREOF, the Assignors hereto executes this Assignment as of the Effective Date.

ASSIGNORS


Shem Swerkes


By: Shem Swerkes

Jubal McMillan



By: Jubal McMillan

Stacy McIntosh


By: Stacy McIntosh

ASSIGNEE

SJS Direct, LLC


By: Stacy McIntosh

Title: President

SCHEDULE A

United States of America
United States Patent and Trademark Office

SAFETYPUP XD

Reg. No. 5,043,621

Registered Sep. 20, 2016

Int. Cl.: 18

Trademark

Principal Register

Swenkes, Shem (UNITED STATES INDIVIDUAL)
10023 Fox Borough Dr.
Oakdale, CA 95361

McMillan, Jubal (UNITED STATES INDIVIDUAL)
10023 Fox Borough Dr.
Oakdale, CA 95361

McIntosh, Stacy (UNITED STATES INDIVIDUAL)
10023 Fox Borough Dr.
Oakdale, CA 95361

CLASS 18: Clothing for domestic pets; Dog apparel; Dog clothing; Garments for pets; Pet clothing; Pet clothing, namely, reflective vests

FIRST USE 00-00-2013; IN COMMERCE 00-00-2013

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT STYLE, SIZE OR COLOR

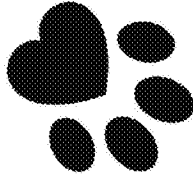
SER. NO. 86-518,139, FILED 01-29-2015
CARLA DIONNE CLYBURN, EXAMINING ATTORNEY



Michelle K. Lee

Director of the United States
Patent and Trademark Office

United States of America
United States Patent and Trademark Office



Reg. No. 4,900,513

Registered Feb. 16, 2016

Int. Cl.: 18

TRADEMARK

PRINCIPAL REGISTER

MCHTOSH, SIAKY (UNITED STATES INDIVIDUAL)
16623 OX BOROUGH DR.
OAKDALE, CA 95361 AND

MCMILLAN, JUDAL (UNITED STATES INDIVIDUAL)
16623 OX BOROUGH DR.
OAKDALE, CA 95361 AND

SWICKEL, SHIM (UNITED STATES INDIVIDUAL)
16623 OX BOROUGH DR.
OAKDALE, CA 95361

FOR: CLOTHING FOR DOMESTIC PETS; DOGS APPAREL; DOG CLOTHING; GARMENTS
FOR PETS; PET CLOTHING; PET CLOTHING, NAMELY, REFLECTIVE VESTS, IN CLASS
18 (U.S. CLS. 1, 2, 3, 22 AND 41).

FIRST USE 0-0-2015; IN COMMERCE 0-0-2015.

THE MARK CONSISTS OF A PAW PRINT WITH HEART SHAPE.

SER. NO. 86-518,143, FILED 1-29-2015.

C. DRONSE CLYBURN, EXAMINING ATTORNEY



Michelle K. Lee

Director of the United States
Patent and Trademark Office