

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM470886

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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 |
| ANDREW P PALMER | | 01/19/2016 | INDIVIDUAL: UNITED STATES |
| RECEIVING PARTY DATA | | | |
| Name: | UNITED BRANDS HOLDING CORPORATION | | |
| Street Address: | 6260 DUPONT STATION COURT EAST | | |
| Internal Address: | SUITE C | | |
| City: | JACKSONVILLE | | |
| State/Country: | FLORIDA | | |
| Postal Code: | 32217 | | |
| Entity Type: | Corporation: FLORIDA | | |
| PROPERTY NUMBERS Total: 3 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 2414597 | IDOLOGY | |
| Registration Number: | 3745504 | IDOLOGY | |
| Registration Number: | 2371103 | PREPARED | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 9047500550 | | |
| <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: | 9043890000 | | |
| Email: | ANDREWOCLEAN@UNITEDBRANDS.BIZ | | |
| Correspondent Name: | ANDREW OCEAN | | |
| Address Line 1: | 6260 DUPONT STATION COURT EAST | | |
| Address Line 2: | SUITE C | | |
| Address Line 4: | JACKSONVILLE, FLORIDA 32217 | | |
| NAME OF SUBMITTER: | ANDREW OCEAN | | |
| SIGNATURE: | /ANDREW OCEAN/ | | |
| DATE SIGNED: | 04/23/2018 | | |
| Total Attachments: 1 | | | |
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OP \$90.00 2414597

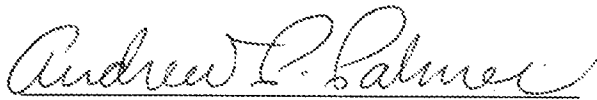
Assignment of Trademarks

Whereas Andrew P. Palmer, an individual residing in St. Johns County, FL 32259, ("Assignor") is the registered owner of the IDOLOGY® trademarks; Reg. Nos. 2414597 and 3745504 and the PREPARED® trademark, Reg. No. 2371103 (the "Trademarks"); and

Whereas, UNITED BRANDS HOLDING CORPORATION, a corporation formed under the laws of Florida having its principal place of business at 6260 Dupont Station Court East, Suite C, Jacksonville, FL 32217 ("Assignee") desires to document its acquisition of the Trademarks by this Assignment;

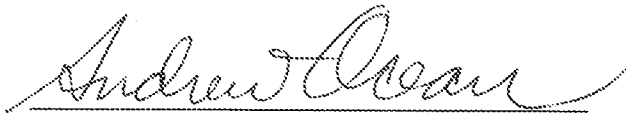
Now therefore, for good and valuable consideration, the receipt of which is hereby acknowledged, and commemorates that, said Assignor hereby assigns to said Assignee, all right, title, and interest in said Trademarks and goodwill of the businesses symbolized thereby.

ASSIGNOR



Andrew P. Palmer
January 19, 2016

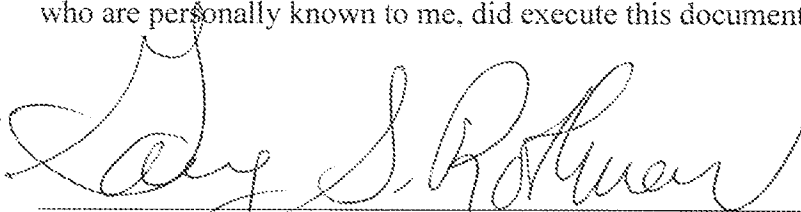
ASSIGNEE



Andrew Ocean, CFO
January 19, 2016

NOTARY

This 19th day of January, 2016, the above-named Andrew P. Palmer and Andrew Ocean, who are personally known to me, did execute this document as their free act before me.



Gary S. Rothman, Notary Public
My commission expires: November 16, 2021

