

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM473980

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
GMG Heartstrings, LLC		04/12/2018	Limited Liability Company: SOUTH CAROLINA
RECEIVING PARTY DATA			
Name:	Initial Outfitters, Inc.		
Street Address:	3325 Skyway Drive		
City:	Auburn		
State/Country:	ALABAMA		
Postal Code:	36830		
Entity Type:	Corporation: ALABAMA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	4807424	HS HEARTSTRINGS	
Registration Number:	3568800	HEARTSTRINGS	
CORRESPONDENCE DATA			
Fax Number:	7038365288		
<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:	703-684-5600		
Email:	danearle@sagllp.com		
Correspondent Name:	Daniel T. Earle		
Address Line 1:	5845 Richmond Highway, Suite 415		
Address Line 4:	Alexandria, VIRGINIA 22303		
NAME OF SUBMITTER:	Daniel T. Earle		
SIGNATURE:	/dte/		
DATE SIGNED:	05/15/2018		
Total Attachments: 2			
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ASSIGNMENT OF TRADEMARK REGISTRATION

WHEREAS, GNG Heartstrings, LLC, a limited liability company organized under the laws of South Carolina, with an address of 951 S. Pine Street, Spartanburg, South Carolina 29302, has acquired and adopted, and is the owner of the mark, HEARTSTRINGS, for wholesale distributorship services featuring embroidered fabrics, not including children's clothing or linens other than monogrammed baby blankets, jewelry and engraved nickel plated gifts, and the registration of the mark in the United States Patent and Trademark Office, Registration No. 3,568,800, dated February 3, 2009; and

WHEREAS, GNG Heartstrings, LLC, a limited liability company organized under the laws of South Carolina, with an address of 951 S. Pine Street, Spartanburg, South Carolina 29302, has acquired and adopted, and is the owner of the mark, 88 HEARTSTRINGS (Stylized), for distributorship services in the field of embroidered clothing and fabrics, jewelry, and engraved or monogrammed gifts, not including children's clothing or linens, other than monogrammed baby blankets and bibs, and the registration of the mark in the United States Patent and Trademark Office, Registration No. 4,807,424, dated September 8, 2015; and

WHEREAS, Initial Outfitters, Inc., an S Corporation organized under the laws of Alabama, located and doing business

at 3325 Skyway Drive, Auburn, Alabama 36830, is desirous of acquiring both marks and the registrations thereof;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, GMS Heartstrings, LLC, hereby assigns unto Initial Outfitters, Inc., all right, title and interest in and to said marks, together with the good will of business symbolized by the marks, and the above-identified registrations thereof.

GMS Heartstrings, LLC

Date: 4/12/2018

By: [Signature]
Name: Robert E Caldwell Sr
Title: President

Initial Outfitters, Inc.

Date: 5/14/2018

By: [Signature]
Name: Jim Storbeck
Title: VP