

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM469375

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Serendipity 3, Inc.,		03/29/2018	Corporation: NEW YORK
RECEIVING PARTY DATA			
Name:	SERENDIPITY TRADEMARK LLC		
Street Address:	701 Zerega Avenue		
City:	New York City		
State/Country:	NEW YORK		
Postal Code:	10473		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 9			
Property Type	Number	Word Mark	
Registration Number:	4514246	SERENDIPITY 3	
Registration Number:	4514245	SERENDIPITY	
Registration Number:	3611939	SERENDIPITY 3	
Registration Number:	3285027	SERENDIPITY 3	
Registration Number:	1051353	SERENDIPITY	
Registration Number:	1580753	SERENDIPITY 3	
Registration Number:	1238663	SERENDIPITY	
Registration Number:	4712045	GOLDEN OPULENCE SUNDAE	
Registration Number:	2539196	FRRROZEN HOT CHOCOLATE	
CORRESPONDENCE DATA			
Fax Number:	6173382880		
<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:	617-338-2923		
Email:	trademark@sandw.com		
Correspondent Name:	Kimberly B. Herman		
Address Line 1:	One Post Office Square		
Address Line 4:	Boston, MASSACHUSETTS 02109		
NAME OF SUBMITTER:	Kimberly B. Herman		

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SIGNATURE:	/Kimberly B. Herman/
DATE SIGNED:	04/11/2018
Total Attachments: 4 source=Serendipity - Trademark Assignment (executed)(N0524051)#page1.tif source=Serendipity - Trademark Assignment (executed)(N0524051)#page2.tif source=Serendipity - Trademark Assignment (executed)(N0524051)#page3.tif source=Serendipity - Trademark Assignment (executed)(N0524051)#page4.tif	

ASSIGNMENT OF TRADEMARKS

WHEREAS, Serendipity 3, Inc., a New York corporation (hereinafter referred to as "Assignor"), has used and is using, or is intending to use, in its business the trademarks set forth in Schedule A, attached hereto (collectively, the "Mark");

WHEREAS, Serendipity Trademark LLC, a Delaware limited liability company (hereinafter "Assignee"), is desirous of acquiring all of Assignor's right, title and interest in and to the Mark, together with the goodwill of the business symbolized by the Mark and the registrations thereof and applications therefore, along with that portion of the business to which the Mark pertains;

WHEREAS, it is desired that the assignment of the Mark, and registrations thereof and applications therefore, be made of record in the United States Patent and Trademark Office, and other appropriate Patent and Trademark Offices.

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, and intending to be legally bound hereby, Assignor hereby assigns to Assignee all right, title and interest in and to the Mark, together with the goodwill of the business symbolized by the Mark, and any registrations thereof and any applications therefor, and all rights to damages and profits, due or accrued, arising out of past infringements of said Mark, and the right to sue for and recover the same.

As reasonably requested from time to time by Assignee, Assignor shall execute any additional documents, instruments or conveyances of any kind which may be reasonably necessary to carry out any of the provisions of this Assignment, including, without limitation, putting Assignee in full possession and operating control of the Mark.

[Remainder of this page intentionally omitted – Signature page follows]

This Assignment is delivered pursuant to and is entitled to the benefits of the Trademark Purchase Agreement dated the date hereof among Assignor, Stephen Bruce and Assignee.

Date: March 29, 2018

SERENDIPITY 3, INC.

By: Stephen Bruce
Name: Stephen Bruce
Title: President

SCHEDULE A

Marks

Any and all other trademarks held by Seller in the United States or internationally, including but in no way limited to:

Country	Mark	Reg. No.	Reg. Date	Status
United States	SERENDIPITY 3	4514246	April 15, 2014	Live
United States	SERENDIPITY	4514245	April 15, 2014	Live
United States	SERENDIPITY 3	3611939	April 28, 2009	Live
United States	SERENDIPITY 3	3285027	August 28, 2007	Live
United States	SERENDIPITY	1051353	October 26, 1976	Live
United States	SERENDIPITY 3	1580753	January 30, 1990	Live
United States	SERENDIPITY	1238663	May 17, 1983	Live
United States	GOLDEN OPULENCE SUNDAE	4712045	March 31, 2015	Live
United States	FRRROZEN HOT CHOCOLATE	2539196	February 19, 2002	Live
United Arab Emirates	FRRROZEN HOT CHOCOLATE	237541	January 24, 2016	Live
United Arab Emirates	SERENDIPITY 3	237544	January 24, 2016	Live
United Arab Emirates	FRRROZEN HOT CHOCOLATE	237543	January 24, 2016	Live
United Arab Emirates	FRRROZEN HOT CHOCOLATE	237542	January 24, 2016	Live
United Arab Emirates	SERENDIPITY 3	237546	January 24, 2016	Live
United Arab Emirates	سير نديبتي 3	237548	January 24, 2016	Live
United Arab Emirates	سير نديبتي 3	237549	January 24, 2016	Live
United Arab Emirates	SERENDIPITY 3	237545	January 24, 2016	Live
India	SERENDIPITY 3	1914920 / Journal 1798	January 29, 2010	Live
India	FRRROZEN HOT CHOCOLATE	1914921 / Journal 1715	January 29, 2010	Live


ACKNOWLEDGMENT

State of New York)
) ss:
County of New York)

On March 29, 2018, before me, Stephen Bruce, personally appeared, who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signatures(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of New York that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.



Uel Rheem

UEL RHEEM
NOTARY PUBLIC – STATE OF NEW YORK
No. 02RH6335912
Qualified in New York County
Commission Expiration: 1/19/2020