

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM486311

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Vets First Choice, LLC		04/22/2018	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	Direct Vet Marketing, Inc.		
Street Address:	7 Custom House St.		
City:	Portland		
State/Country:	MAINE		
Postal Code:	04101		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	5089689	VETS FIRST CHOICE	
CORRESPONDENCE DATA			
Fax Number:	2027393001		
<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:	2027395151		
Email:	michelle.raynes@morganlewis.com		
Correspondent Name:	Dana S. Gross		
Address Line 1:	1111 Pennsylvania Avenue, NW		
Address Line 4:	Washington, D.C. 20004		
ATTORNEY DOCKET NUMBER:	032177.0025		
NAME OF SUBMITTER:	Michelle S. Raynes		
SIGNATURE:	/Michelle S. Raynes/		
DATE SIGNED:	08/16/2018		
Total Attachments: 2			
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TRADEMARK ASSIGNMENT AGREEMENT

This Trademark Assignment Agreement ("Trademark Assignment") is made effective as of April 22, 2018 (the "Effective Date"), by and between Vets First Choice, LLC, a Delaware limited liability company (the "Assignor"), and Direct Vet Marketing, Inc., a Delaware corporation ("Assignee").

WHEREAS, Assignor is the owner of the trademark VETS FIRST CHOICE (Reg. No. 5,089,689) (the "Assigned Trademark"), together with the goodwill of the business symbolized by the Assigned Trademark, and desires to assign all of Assignor's right, title and interest in and to the Assigned Trademark to Assignee; and

WHEREAS, Assignee wishes to obtain the Assigned Trademark, including all of Assignor's right, title and interest in and to the Assigned Trademark and the associated goodwill, from Assignor.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties agree as follows:

1. Assignor hereby assigns, transfers, and sets over to Assignee, and Assignee hereby accepts, all of Assignor's right, title, and interest in and to the Assigned Trademark, together with the goodwill of the business symbolized by the Assigned Trademark, including the right to sue for and receive all damages from any past, present and future infringements of the Assigned Trademark, the same to be held and enjoyed by Assignee, its successors, assigns, and other legal representatives.
2. Assignor shall execute and deliver any and all instruments and documents and take such further actions as may be necessary or reasonably requested by Assignee to document and record with the appropriate authorities the aforesaid assignment and transfer of the Assigned Trademark.
3. Assignor hereby authorizes and requests the Commissioner of Patents and Trademarks of the United States of America, and any other applicable governmental authority, to issue or transfer the Assigned Trademark to Assignee, as assignee of the entire right, title, and interest therein or otherwise as Assignee may direct. Assignee shall have the right to record this Assignment Agreement with all applicable government authorities so as to perfect its ownership of the Assigned Trademark.
4. This Trademark Assignment may be executed and delivered in counterparts, each of which shall be deemed to be an original, but all of which shall be considered one and the same instrument. The exchange of a fully executed Trademark Assignment (in counterparts or otherwise) by facsimile or by electronic delivery in .pdf format shall be sufficient to bind the parties to the terms and conditions of this Trademark Assignment, as an original.

[Signature page follows]

IN WITNESS WHEREOF, this Trademark Assignment has been executed by the parties as of the Effective Date.


ASSIGNOR:

VETS FIRST CHOICE, LLC

By: 
Name: _____
Title: Benjamin Shaw
CEO

ASSIGNEE:

DIRECT VET MARKETING, INC.

By: 
Name: _____
Title: Benjamin Shaw
CEO

[Signature Page to Trademark Assignment Agreement]