

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM492335

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Emergency Essentials, LLC		05/15/2018	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	Blue Chip Group, Inc.		
Street Address:	1911 South 3850 West		
City:	Salt Lake City		
State/Country:	UTAH		
Postal Code:	84104		
Entity Type:	Corporation: UTAH		
PROPERTY NUMBERS Total: 8			
Property Type	Number	Word Mark	
Serial Number:	86452697	PREP AS YOU GO	
Serial Number:	86102356	PREPTEMBER	
Serial Number:	86663288	HYDROHEAT	
Serial Number:	86823486	FRESH ESSENTIALS	
Serial Number:	87083659	OUTDOOR ESSENTIALS	
Serial Number:	86211146	PROVIDENT PANTRY	
Serial Number:	86252481	MYCHOICE	
Serial Number:	86252519	MYCHOICE	
CORRESPONDENCE DATA			
Fax Number:	8015660750		
<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:	801-566-6633		
Email:	docket@tnw.com		
Correspondent Name:	Peter M. de Jonge		
Address Line 1:	8180 S 700 E Ste 350		
Address Line 4:	Sandy, UTAH 84070		
NAME OF SUBMITTER:	Peter M. de Jonge		
SIGNATURE:	/petermdejonge/		

OP \$215.00 86452697

DATE SIGNED:	10/02/2018
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Total Attachments: 3

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WHEN RECORDED RETURN TO:

Peter M. de Jonge
THORPE NORTH & WESTERN, LLP
P.O. BOX 1219
SANDY, UTAH 84091-1219

TNW REF. NO. 02111-34894

ASSIGNMENT ADDENDUM TO THE BILL OF SALE

This Assignment Addendum to the Bill of Sale ("Addendum") is entered into by and among Emergency Essentials, LLC, ("Assignor"), a limited liability company duly organized and existing under the laws of the State of Delaware, having a principal business office at 653 North 1500 West, Orem, UT 84057, and Blue Chip Group, Inc., ("Assignee"), a corporation duly organized and existing under the laws of the State of Utah, having a principal business office at 1911 South 3850 West, Salt Lake City, UT 84104;

WHEREAS, on May 15, 2018, Assignor executed the Bill of Sale in which Assignor, for good and valuable consideration received by Assignor, assigned all present and future rights, titles, and interests in all of Assignor's trademarks, together with the goodwill of the business symbolized by and associated with the trademarks, to Assignee;

WHEREAS, on May 16, 2018, Assignor and Assignee executed the Asset Purchase Agreement, of which an unsigned copy of the Bill of Sale was included as Exhibit A;

WHEREAS, the trademark registrations and applications (the "Marks") in the enclosed Exhibit A-I were not specifically listed in Exhibit A of the Bill of Sale, Assignor and Assignee desire to enter into this Addendum to confirm and perfect the assignment of the Marks;

WHEREAS, Assignor and Assignee desire to clarify the transfer of ownership of the Marks such that to the extent that this Addendum conflicts with the Bill of Sale or Asset Purchase Agreement, this Addendum supersedes those terms of the Bill of Sale or Asset Purchase Agreement;

NOW THEREFORE, in consideration of one dollar (\$1.00) and other good and valuable consideration paid to the Assignor by the Assignee, the receipt and sufficiency of which is hereby acknowledged, the Assignor hereby assigns to the Assignee any and all right, title and interest which

Assignor may hold in and to the Marks, and any registrations issuing therefrom the applications, together with the goodwill of the business symbolized by and associated with the Marks;


The Assignor hereby authorizes and requests the United States Commissioner of Patents and Trademarks to issue any and all certificates of registration of the Marks to the Assignee as the owner of the entire interest of the Marks, for the sole use and benefit of the said Assignee, its successors, assigns and legal representatives;

This Addendum may be executed in one or more counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same instrument;

This Addendum shall be binding upon any and all successors of the Assignor;

IN WITNESS WHEREOF, Assignor and Assignee have executed this Addendum EFFECTIVE as of the 15th day of May, 2018.


EMERGENCY ESSENTIALS, LLC

Signature: 

Name: Shane Sullivan

Title: President

BLUE CHIP GROUP, INC.

Signature: 

Name: Gary Bringham

Title: COO

EXHIBIT A-1

TNW Ref. No.	Trademark	Serial No.
02111-34900.TM	PREP AS YOU GO	86/452,697
02111-34901.TM	PREPTEMBER	86/102,356
02111-34902.TM	HYDROHEAT	86/663,288
02111-34903.TM	FRESH ESSENTIALS	86/823,486
02111-34904.TM	OUTDOOR ESSENTIALS	87/083,659
02111-34905.TM	PROVIDENT PANTRY	86/211,146
02111-34906.TM	MYCHOICE	86/252,481
02111-34906.TM.A	MYCHOICE	86/252,519