

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM496870

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Indulge, Inc.		11/05/2018	Corporation: CANADA
RECEIVING PARTY DATA			
Name:	International Franchise Inc.		
Street Address:	210 Shields Court		
City:	Markham, Ontario		
State/Country:	NORTH CAROLINA		
Postal Code:	L3R 8V2		
Entity Type:	Corporation: CANADA		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	2660267	STRAWBERRY FIELDS	
Registration Number:	3801904	DREAMERY	
Registration Number:	4276006	CHERRY CHIP BA DA BING	
Registration Number:	4283230	BLUE RIBBON BERRY PIE	
Registration Number:	4384125	BLACK RASPBERRY AVALANCHE	
CORRESPONDENCE DATA			
Fax Number:	3367226558		
<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:	3367223700		
Email:	trademarks@belldavisritt.com		
Correspondent Name:	Arthur J. DeBaugh c/o Bell, Davis & Pitt		
Address Line 1:	100 N. Cherry Street		
Address Line 2:	Suite 600		
Address Line 4:	Winston-Salem, NORTH CAROLINA 27101		
ATTORNEY DOCKET NUMBER:	014109-00001		
DOMESTIC REPRESENTATIVE			
Name:	Arthur J. DeBaugh c/o Bell, Davis & Pitt		
Address Line 1:	100 N. Cherry Street		

OP \$140.00 2660267

Address Line 2:	Suite 600
Address Line 4:	Winston-Salem, NORTH CAROLINA 27101
NAME OF SUBMITTER:	Arthur J. DeBaugh
SIGNATURE:	/Arthur J. DeBaugh/
DATE SIGNED:	11/05/2018
Total Attachments: 2 source=Assignment - Indulge to IFI - US Trademarks#page1.tif source=Assignment - Indulge to IFI - US Trademarks#page2.tif	

**ASSIGNMENT OF TRADEMARKS
AND ACCOMPANYING GOODWILL**

WHEREAS Indulge, Inc., a corporation organized and existing under the laws of Canada, with an address of 210 Shields Court, Markham, Ontario L3R 8V2, Canada (hereinafter the "Assignor"), is the owner of the trademarks and the registrations therefor in the United States of America as more fully set forth on the attached Exhibit A (the "Marks"), the goodwill of the business associated therewith in and throughout the United States of America and symbolized thereby, and all rights appurtenant thereto, including, but not limited to, all common law rights, if any, causes of action, all interests, claims and rights for damages, profits and other awards by reason of any past infringement, dilution, misappropriation or other violation thereof, and the right to sue therefor; and

WHEREAS International Franchise Inc., a corporation incorporated under the laws of Canada, with an address of 210 Shields Court, Markham, Ontario L3R 8V2, Canada (hereinafter the "Assignee"), is desirous of acquiring the Marks and all goodwill associated therewith and symbolized thereby and all rights appurtenant thereto;

NOW, THEREFORE, in consideration of the sum of Ten and No/100 Dollars (US\$10.00) and for other good and valuable consideration, the receipt and sufficiency of which Assignor acknowledges by its execution below:

1. Assignor assigns to Assignee all of its rights, title, and interest in and to the Marks, together with the goodwill of the business associated therewith and symbolized thereby, and together with all rights appurtenant thereto, including, but not limited to, all common law rights, if any, causes of action, all interests, claims and rights for damages, profits and other awards by reason of any past infringement, dilution, misappropriation, or other violation thereof, and the right to sue therefor.

2. Assignor agrees to perform all reasonable and proper additional acts and to execute any additional documents at the request of Assignee which may be required to transfer all of Assignor's rights, title and interest in and to the Marks and/or the rights appurtenant thereto to Assignee, its successors or assigns.

IN WITNESS WHEREOF, we have hereto set our hand(s) and seal(s) on the dates set forth below.

Indulge, Inc.,
Assignor



Signature

Name: Simon Serruya

Title: President

Date: 2018-11-05

International Franchise Inc.,
Assignee



Signature

Name: Aaron Serruya

Title: President

Date: 2018-11-05

EXHIBIT A
Trademark Registrations Assigned in
United States of America

<u>Reg. No.</u>	<u>Mark</u>	<u>Class</u>
2,660,267	STRAWBERRY FIELDS	30
3,801,904	DREAMERY	30
4,276,006	CHERRY CHIP BA DA BING	30
4,283,230	BLUE RIBBON BERRY PIE	30
4,384,125	BLACK RASPBERRY AVALANCHE	30