

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM499879

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Todd V. Reed		11/28/2018	INDIVIDUAL:
RECEIVING PARTY DATA			
Name:	Todd Reed, Inc.		
Street Address:	2015 Pearl Street		
City:	Boulder		
State/Country:	COLORADO		
Postal Code:	80302		
Entity Type:	Corporation: COLORADO		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4608574	TODD REED	
CORRESPONDENCE DATA			
Fax Number:			
<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:	3038001580		
Email:	jlnorthrop@michaelbest.com		
Correspondent Name:	Jolly-Johanna L. Northrop		
Address Line 1:	8300 Arista Place, Suite 300		
Address Line 4:	Broomfield, COLORADO 80021		
ATTORNEY DOCKET NUMBER:	213357-5004-002		
NAME OF SUBMITTER:	Jolly-Johanna L. Northrop		
SIGNATURE:	/Jolly-Johanna L. Northrop/		
DATE SIGNED:	11/28/2018		
Total Attachments: 2			
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source=ToddReed Trademark TR AssigntoTRI#page2.tif			

OP \$40.00 4608574

ASSIGNMENT

This ASSIGNMENT ("Assignment") is entered into and made effective as of November 28, 2018, by Todd V. Reed, a United States individual with an address of P.O. Box 4164, Boulder, Colorado, 80306 ("Assignor") in favor of Todd Reed, Inc., a Colorado corporation with a place of business at 2015 Pearl Street, Boulder, Colorado 80302 ("Assignee").

WHEREAS, Assignor represents that he is owner of all rights, title and interest in and to the trademark TODD REED in the United States for jewelry, including all common law rights and the goodwill associated therewith and is the sole and exclusive owner of United States Trademark Registration No. 4,608,574 for said mark for said goods (collectively, the "Mark");

WHEREAS, Assignee wishes to acquire from Assignor, and Assignor wishes to assign to Assignee, all of Assignor's right, title and interest in and to the Mark, and the goodwill represented thereby.

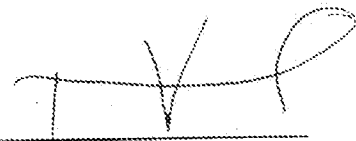
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties agree as follows:

1. Assignor hereby assigns to Assignee and its successors and assigns all of Assignor's rights, title and interest in and to the Mark, including all common law rights, the goodwill of the business associated with, corresponding to, symbolized by and embodied in the Mark, United States Trademark Registration 4,608,574, the right to recover for past, present and future infringements of the Mark, and the right to bring any proceeding in the United States Patent and Trademark Office for cancellation, opposition or other proceeding in connection with said Mark.

2. Assignor agrees that, upon reasonable request from Assignee, he will execute all documents necessary or desirable for further assuring the transfer of all rights, title and interest to the Mark to Assignee; and will cooperate with Assignee to record this Assignment with the appropriate governmental entities in all jurisdictions designated by Assignee, including without limitation the United States Patent and Trademark Office.
3. Assignor represents and warrants that:
 - a) To his knowledge, no claim has been asserted against Assignor that the use of the Mark does or may violate the rights of any third person and, to Assignor's knowledge, there are no claims that the Mark infringes the trademark rights of others;
 - b) Assignor has not encumbered the Mark or made the Mark the subject of any liens, charges or encumbrances, other than the assignment created by this Assignment; and
 - d) Assignor has the unqualified right to make this assignment.
4. This Assignment shall be binding upon Assignor, his successors and assigns, and shall inure to the benefit of Assignee, its nominees, successors and assigns.

IN WITNESS WHEREOF, Assignor has executed this Assignment effective as of the date first above written.

By: _____



Name: Todd V. Reed