

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM495224

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: 33			
Property Type	Number	Word Mark	
Serial Number:	77932981	BEPREPARED.COM	
Serial Number:	77226469	BEPREPARED.COM	
Serial Number:	77226468	BEPREPARED.COM	
Serial Number:	77226467	BEPREPARED.COM	
Serial Number:	77226465	BEPREPARED.COM	
Serial Number:	77226463	BEPREPARED.COM	
Serial Number:	77226462	BEPREPARED.COM	
Serial Number:	77226461	BEPREPARED.COM	
Serial Number:	77226458	BEPREPARED.COM	
Serial Number:	77226457	BEPREPARED.COM	
Serial Number:	77226454	BEPREPARED.COM	
Serial Number:	77226452	BEPREPARED.COM	
Serial Number:	77226451	BEPREPARED.COM	
Serial Number:	77207719	EMERGENCY ESSENTIALS	
Serial Number:	77207717	EMERGENCY ESSENTIALS	
Serial Number:	77207708	EMERGENCY ESSENTIALS	
Serial Number:	77207703	EMERGENCY ESSENTIALS	
Serial Number:	77207699	EMERGENCY ESSENTIALS	
Serial Number:	77207693	EMERGENCY ESSENTIALS	
TRADEMARK			

OP \$840.00 77932981

Property Type	Number	Word Mark
Serial Number:	77207686	EMERGENCY ESSENTIALS
Serial Number:	77207680	EMERGENCY ESSENTIALS
Serial Number:	77207677	EMERGENCY ESSENTIALS
Serial Number:	77207667	EMERGENCY ESSENTIALS
Serial Number:	77207660	EMERGENCY ESSENTIALS
Serial Number:	77207650	EMERGENCY ESSENTIALS
Serial Number:	77207642	EMERGENCY ESSENTIALS
Serial Number:	77207629	EMERGENCY ESSENTIALS
Serial Number:	77207619	EMERGENCY ESSENTIALS
Serial Number:	77207613	EMERGENCY ESSENTIALS
Serial Number:	77207601	EMERGENCY ESSENTIALS
Serial Number:	77207591	EMERGENCY ESSENTIALS
Serial Number:	85721340	PREP-TEMBER
Serial Number:	74131903	PROVIDENT PANTRY

CORRESPONDENCE DATA

Fax Number: 8015660750

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.

Phone: 801-566-6633

Email: docket@tnw.com

Correspondent Name: Peter M. de Jonge

Address Line 1: 8180 South 700 East, Suite 350

Address Line 4: Sandy, UTAH 84070

NAME OF SUBMITTER: Peter M. de Jonge

SIGNATURE: /petermdejonge/

DATE SIGNED: 10/24/2018

Total Attachments: 13

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BILL OF SALE

EMERGENCY ESSENTIALS, LLC, a Delaware limited liability company (the "Seller"), for good and valuable consideration received by Seller hereby sells, assigns, transfers and conveys to BLUE CHIP GROUP, INC., a Utah corporation all of Seller's right, title and interest, if any, in and to the following (collectively, the "Property"):

SEE EXHIBIT "A" ATTACHED HERETO

This Bill of Sale shall be binding upon, shall inure to the benefit of the parties and their respective legal representatives, successors and assigns.

IN WITNESS WHEREOF, Seller has executed this Bill of Sale effective as of the 15th day of May, 2018.

SELLER:

Emergency Essentials, LLC
a Delaware Limited Liability Company

By: _____

Name: _____

Its: _____

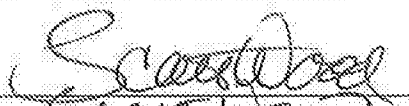

SCOTT WOOD
CFO

EXHIBIT A

All present and future right, title and interest of the Grantor in or to any property or assets whatsoever, whether now owned or existing or hereafter arising or acquired and wheresoever located, and all rights and powers of the Grantor to transfer any interest in or to any property or assets whatsoever, including any and all of the following property:

[REDACTED]

(b) All present and future general intangibles, [REDACTED]
[REDACTED]
[REDACTED]
[REDACTED] all [REDACTED] goodwill,
[REDACTED] trademarks,
trade names, [REDACTED]
[REDACTED] the Marks and the
goodwill of the Grantor's business connected with and symbolized by the Marks;

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

MARKS

Mark	Ser./Reg. No.	Goods/Services
BEPREPARED.COM	SN:77-932981 RN:3,932,485	(Int'l Class: 9) Automotive preparedness road kit consisting of batteries, and also including, flashlight, candles, first aid kit, first aid guide book, multifunction utility knife, water rations, and sleeping bags, sold as a unit

Mark	Ser./Reg. No.	Goods/Services
BEPREPARED.COM	SN:77-226469 RN:3,781,580	(Int'l Class: 35) Retail store and online retail store services featuring disaster preparedness supplies such as staple and packaged food, drinking water, drink mixes, drinking water containers, first aid kits, flashlights, batteries, portable cooking and food processing equipment, personal toiletries, radios, candles, matches, emergency blankets, chemical warmers, backpacks, generators, jumper cables, sewing kits, clothing, multi-function knives, shovels, maps, compasses, and electronic media and books related to emergency preparedness, all primarily directed to consumers seeking substantial quantities of goods for long term storage
BEPREPARED.COM	SN:77-226468 RN:3,781,579	(Int'l Class: 32) Drinking water; drink mixes, namely, powdered apple juice, orange juice and peach juice mix, all of the foregoing goods primarily directed to consumers seeking substantial quantities of goods for long term storage
BEPREPARED.COM	SN:77-226467 RN:3,832,304	(Int'l Class: 30) Dehydrated cereals; cooking essentials, namely, baking powder, baking soda, corn starch, beef gravy mix, chicken gravy mix, salt, brown sugar, powdered sugar and white sugar; packaged desserts, namely, chocolate fudge brownie mix, creamy hot chocolate, chocolate and vanilla pudding; processed grains, namely, cornmeal, white flour, popcorn, white rice, red wheat and hard white wheat; pastas, namely, egg noodles, elbow macaroni; spices and seasonings, grain-based compact high-calorie food bars, all of the foregoing goods primarily directed to consumers seeking substantial quantities of goods for long term storage

Mark	Ser./Reg. No.	Goods/Services
BEPREPARED.COM	SN:77-226465 RN:3,832,303	(Int'l Class: 29) Dehydrated food products for rehydration and consumption, namely, packaged meals comprised primarily of dehydrated meats and vegetables; portable food kits comprising freeze-dried fruits, freeze-dried vegetables, freeze-dried meats, freeze-dried poultries and cheeses; packaged breakfast, lunch, and dinner entrees comprised primarily of freeze-dried meat and freeze-dried vegetables; cooking essentials, namely, beef broth, chicken broth and shortening powder; packaged dairy items, namely, eggs, buttermilk powder, butter powder, cheese, freeze-dried whole eggs, freeze-dried scrambled eggs, freeze-dried egg whites, margarine powder, and sour cream powder; packaged processed fruits, namely, applesauce, and apple and banana slices; packaged processed legumes, namely, black beans, kidney beans, lentils, pinto beans, small red chili beans, small white navy beans, soy beans, and split green peas; packaged soup mixes, namely, creamy broccoli cheese soup mix, creamy potato soup mix, creamy soup mix and mixed vegetable stew mix; packaged meals-ready-to-eat (mre) comprised primarily of meat and vegetables; protein-based compact high-calorie food bars, all of the foregoing goods primarily directed to consumers seeking substantial quantities of goods for long term storage

Mark	Ser./Reg. No.	Goods/Services
BEPREPARED.COM	SN:77-226463 RN:3,781,578	(Int'l Class: 25) Clothing, namely, shirts, ponchos, hooded ponchos; emergency preparedness kits comprising ponchos, all of the foregoing goods primarily directed to consumers seeking substantial quantities of emergency preparedness goods for long term storage
BEPREPARED.COM	SN:77-226462 RN:3,781,577	(Int'l Class: 21) Food containers for domestic use; plastic containers and lids for domestic use in storing food items, sold as a unit; bottles, sold empty; containers for water storage consisting of polycarbonate bottles sold empty; plastic jugs; emergency preparedness kits comprising food containers for domestic use, plastic containers and lids for domestic use in storing food items, bottles sold empty, polycarbonate bottles for water storage sold empty and plastic jugs, all of the foregoing goods primarily directed to consumers seeking quantities of goods for long term storage
BEPREPARED.COM	SN:77-226461 RN:3,832,302	(Int'l Class: 16) Educational materials, namely, books, magazines and newsletters featuring survival, cooking, first aid, and 72-hour emergency preparedness information; maps; emergency preparedness kits comprising maps, directional compasses, and books featuring survival, cooking, first aid, and 72-hour emergency preparedness information, all of the foregoing goods primarily directed to consumers seeking substantial quantities of emergency preparedness goods for long term storage

Mark	Ser./Reg. No.	Goods/Services
BEPREPARED.COM	SN:77-226458 RN:3,781,576	(Int'l Class: 11) Non-electric body warmers, namely, chemically activated heating packets for warming hands, feet, and the body; headlamps, namely, battery operated lights for use on heads; water filters for use in a personal water bottle; portable propane and gas cookers; folding portable charcoal, propane and gas fired stoves; chemically-activated light sticks; fuel-based ovens, namely, gas cooking ovens; electric slow cookers; gas cookers; electric food steamers; electric dehydrators; and rechargeable flashlights; warmth kits comprising chemically activated heating packets for warming hands, feet and the body; emergency preparedness kits comprising chemically activated heating packets for warming hands, feet, and the body, battery operated lights for use on heads, water filters for use in a personal water bottle, portable propane and gas cookers, folding portable charcoal, propane and gas fired stoves, and chemically-activated light sticks, all of the foregoing goods primarily directed to consumers seeking goods for long term storage
BEPREPARED.COM	SN:77-226457 RN:3,781,575	(Int'l Class: 9) Computer programs that assist the individual in planning and preparing for natural and man made emergencies such as floods, fire, earthquakes, hurricanes, tornadoes and the like, by providing useful information and tips; video recordings on the topics of emergency preparedness and survival; communications devices and power supplies, namely, battery chargers, cell phone battery chargers, radios, and batteries; directional compasses; emergency preparedness kits comprising battery chargers, cell phone battery chargers, radios, batteries, video recordings on the topics of emergency preparedness and survival and computer programs that assist the individual in planning and preparing for natural and man made emergencies such as floods, fire, earthquakes, hurricanes, tornadoes and the like, by providing useful information and tips, all of the foregoing goods primarily directed to consumers seeking goods facilitating emergency preparedness

Mark	Ser./Reg. No.	Goods/Services
BEPREPARED.COM	SN:77-226454 RN:3,781,574	(Int'l Class: 7) Electric food grinders for domestic use; electric juicers; electric fruit and vegetable peelers; electric food processors, electric food blenders; mixers; portable electric power generators; water filtration pumps for water filtering units, all of the foregoing goods primarily directed to consumers seeking goods for long term storage (Int'l Class: 8) Non-electric fruit and vegetable peelers; apple corers; vegetable corers; hand-operated food processors, all of the foregoing goods primarily directed to consumers seeking goods for long term storage (Int'l] Class: 21) Non-electric juicers that are primarily directed to consumers seeking goods for long term storage
BEPREPARED.COM	SN:77-226452 RN:3,832,301	(Int'l Class: 5) Medical supplies, namely, kits for providing first aid; medical hygiene kits for emergency use consisting of first aid kits; medical supply kits comprising sterile dressings, pain relievers, burn care relievers, gloves, ice packs, shears, splints, bandages, masks, tape, hot packs, antibiotic ointment, elastic wrap, gauze, tweezers, and hemostats, all of the foregoing goods primarily directed to consumers seeking goods for long term storage
BEPREPARED.COM	SN:77-226451 RN:3,781,573	(Int'l Class: 1) Additive treatments, namely, water treatment chemicals for domestic use to make water potable, primarily directed toward consumers seeking substantial quantities of goods for long term storage

Mark	Ser./Reg. No.	Goods/Services
EMERGENCY ESSENTIALS	SN:77-207719 RN:3,759,697	(Int'l Class: 30) Dehydrated cereals; ingredients required for cooking and baking, namely, cocoa mix, baking powder, baking soda, corn starch for food, beef gravy mix, chicken gravy mix, salt, brown sugar, powdered sugar and white sugar; packaged desserts, namely, chocolate fudge brownie mix, creamy hot chocolate, chocolate and vanilla pudding, instant pudding mix, freeze dried crumble, freeze dried cheesecake, crackers, almond poppy seed cake, marble pound cake, spice pound cake, stuffed french toast, freeze dried ice cream; processed grains, namely, commel, white flour, popcorn, white rice, processed red wheat and processed white wheat; pastas, namely, egg noodles, elbow macaroni; spices and seasonings, namely, onion powder, taco seasoning, minced garlic, cinnamon, basil leaves, black pepper, spaghetti seasoning, italian seasoning, oregano, enchilada seasoning, garlic salt, cinnamon sugar, herb seasoning, lemon dill seasoning, steak seasoning, onion salt, lemon pepper, garlic pepper, ground allspice
EMERGENCY ESSENTIALS	SN:77-207717 RN:3,571,179	(Int'l Class: 25) Clothing, namely, sweaters, sweatshirts, ponchos and hooded ponchos
EMERGENCY ESSENTIALS	SN:77-207708 RN:3,568,952	(Int'l Class: 21) Household containers for food; plastic containers and lids to store food items; plastic bottles sold empty; containers for water storage consisting of polycarbonate bottles sold empty, plastic jugs for beverages sold empty; pepper mills; cookware, namely, steamers; non- electric juicers
EMERGENCY ESSENTIALS	SN:77-207703 RN:3,571, 178	(Int'l Class: 20) Sleeping bags and sleeping bag liners; plastic drums used for water storage

Mark	Ser./Reg. No.	Goods/Services
EMERGENCY ESSENTIALS	SN:77-207699 RN:3,568,951	(Int'l Class: 16) Educational books and publications, namely, booklets and pamphlets featuring the subject matter of survival skills and necessary equipment first aid, 72 hour preparedness guidelines for emergencies; general purpose plastic bags
EMERGENCY ESSENTIALS	SN:77-207693 RN:3,571,177	(Int'l Class: 11) Non-electric pocket warmers, namely, chemically-activated heating packets for warming hands (not for medical purposes); non-electric foot warmers, namely, chemically-activated heating packets for warming feet (not for medical purposes); flashlights; rechargeable flashlights; water filters for use with bottles; food preparation equipment, namely, fuel based ovens, portable propane or gas cookers, electric food steamers, electric dehydrators; portable folding stoves; chemically-activated stick lights; kerosene and propane lanterns
EMERGENCY ESSENTIALS	SN:77-207686 RN:3,571,176	(Int'l Class: 18) Backpacks; small and large day packs
EMERGENCY ESSENTIALS	SN:77-207680 RN:3,582,153	(Int'l Class: 7) Electric vegetable peelers; electric juicers; hand held power grinders; electric food processors; electric food blenders; electric mixers for household purposes
EMERGENCY ESSENTIALS	SN:77-207677 RN:3,665,475	(Int'l Class: 1) Water purification chemicals for potable water treatment
EMERGENCY ESSENTIALS	SN:77-207667 RN:3,571,175	(Int'l Class: 35) Retail store services featuring, disaster preparedness supplies in the nature of blankets, dehydrated and freeze dried food, food preparation equipment, namely, fuel based ovens, cookers, mills, grinders, canners, steamers, dehydrators, juicers, peelers, corers, food processors, blenders and mixers

Mark	Ser./Reg. No.	Goods/Services
EMERGENCY ESSENTIALS	SN:77-207660 RN:3,571,174	(Int'l Class: 32) Drinking water packaged in pouches for long term storage; powdered fruit drink mixes, namely, powdered apple juice, orange juice and peach juice mix
EMERGENCY ESSENTIALS	SN:77-207650 RN:3,659,764	(Int'l Class: 29) Dehydrated food products for rehydration and consumption, namely, packaged meals comprised primarily of dehydrated meats and vegetables and dairy products other than ice cream, ice milk and frozen yogurt; prepared dried food kits comprised primarily of freeze dried fruits, freeze dried vegetables, freeze dried meats, freeze dried poultrys and cheeses; packaged dairy items, namely, eggs, buttermilk powder, butter powder, cheese blend, freeze dried whole eggs, freeze dried scrambled eggs, freeze dried egg whites, margarine powder, sour cream powder, and powdered milk; packaged processed fruits, namely, applesauce, apple peach flakes, apple strawberry flakes, apple and banana slices; apple chips; packaged legumes, namely, black beans, kidney beans, lentils, pinto beans, small red chili beans, small white navy beans, soy beans, peanut butter powder, and split green peas; packaged soup mixes, namely, abc soup mix, creamy broccoli cheese soup, creamy potato soup, creamy soup base and mixed vegetable stew blend; packaged processed fruits, namely, freeze dried strawberries, freeze dried whole blueberries, freeze dried peaches, freeze-dried apricots, freeze dried bananas, freeze dried apples, freeze dried blackberries, freeze-dried raisins, freeze dried oranges, freeze dried pineapples, and freeze dried mangos; peanut butter; beef broth; chicken broth; shortening powder
EMERGENCY ESSENTIALS	SN:77-207642 RN:3,571,173	(Int'l Class: 22) Tents
EMERGENCY ESSENTIALS	SN:77-207629 RN:3,439,473	(Int'l Class: 24) Blankets, namely, blankets stored in compact form ready for emergency use and hooded blankets

Mark	Ser./Reg. No.	Goods/Services
EMERGENCY ESSENTIALS	SN:77-207619 RN:3,571,172	(Int'l Class: 8) Non-electric fruit and vegetable peelers, hand operated juicers, hand operated corers, hand operated food processors
EMERGENCY ESSENTIALS	SN:77-207613 RN:3,574,562	(Int'l Class: 9) Computer programs, namely, computer programs that assist the individual in planning and preparing for natural and man made emergencies such as floods, fire, earthquakes, hurricanes, tornadoes and the like, by providing useful information and tips; pre-recorded video recordings on the topics of preparedness and survival; automotive preparedness road kit consisting of jumper cables, flashlight, batteries, candles, first aid kit, first aid guide book, multifunction utility knife, water rations, and sleeping bags sold as a unit; helmet safety lights
EMERGENCY ESSENTIALS	SN:77-207601 RN:3,906,099	(Int'l Class: 3) Personal hygiene kits comprising soap, toothpaste, and toothbrushes (Int'l Class: 5) First aid kits comprised of sterile medical gauze dressings, pain relievers, namely, aspirin, burn relief medication, splints, bandages for dressings, medical adhesive tape, antibiotic ointment, sanitary masks, plastic gloves, therapeutic ice packs, shears, therapeutic hot therapy packs, elastic bandages; compact high calorie food bars for use as a dietary supplement; powdered nutritional supplements; hand-sanitizing preparations (Int'l Class: 10) Surgical kits comprised of scalpel, medical lancing device, hemostats, sutures, penlight, tweezers, sanitary wipes and dental picks
EMERGENCY ESSENTIALS	SN:77-207591 RN:3,582,152	(Int'l Class: 4) Candles, namely, slow burning candles

Mark	Ser./Reg. No.	Goods/Services
PREP-TEMBER	SN:85-721340	(Int'l Class: 35) On-line retail store services featuring emergency supplies, camping supplies and food storage; retail outlets featuring emergencies, camping supplies and food storage
PROVIDENT PANTRY	SN:74-131903 RN:1,711,984	(Int'l Class: 30) Dehydrated food items; namely, sauces