

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM512717

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Simple Products Corporation		09/12/2018	Corporation: UTAH
RECEIVING PARTY DATA			
Name:	Hardy Dreams, LLC		
Street Address:	142 N. 1800 W. Unit 7		
City:	Lindon		
State/Country:	UTAH		
Postal Code:	84042		
Entity Type:	Corporation: UTAH		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Serial Number:	87012920	FLIRTY KITCHENS	
Registration Number:	3977032	FLIRTY APRONS	
Registration Number:	3617240	FLIRTY APRONS	
Registration Number:	3802020	FLIRTY APRONS	
Registration Number:	3802122	FA FLIRTY APRONS	
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:	8015666633		
Email:	andrea.phillips@tnw.com		
Correspondent Name:	Erik S. Ericksen		
Address Line 1:	8180 S. 700 E. Suite 350		
Address Line 4:	Sandy, UTAH 84070		
NAME OF SUBMITTER:	Erik S. Ericksen		
SIGNATURE:	/ErikSEricksen/		
DATE SIGNED:	03/05/2019		
Total Attachments: 3			
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WHEN RECORDED RETURN TO:
Erik S. Ericksen, M.S.
THORPE NORTH & WESTERN, LLP
P.O. BOX 1219
SANDY, UTAH 84091-1219

ATTORNEY DOCKET NO. 4243--

ASSIGNMENT

WHEREAS, Simple Products Corporation, (hereinafter referred to as "ASSIGNOR"), a Corporation duly organized and existing under the laws of the State of Utah, having a principal business office at 138 East 12300 South, C165, Draper, Utah 84020, (hereinafter referred to as the "Mark") owns the entire right, title and interest in and to the matters listed in Exhibit A; and

WHEREAS, Hardy Dreams, LLC, d.b.a Flirty Home (hereinafter referred to as "ASSIGNEE"), a Limited Liability Company, duly organized and existing under the laws of the State of Utah, having a principal business office at 142 N. 1800 W. Unit7, Lindon, Utah 84042, is desirous of acquiring all right, title and interest in and to the Mark held by ASSIGNOR, and the above-identified registration;

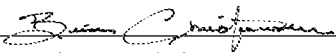
NOW, THEREFORE, in consideration of one dollar (\$1.00) and other good and valuable consideration paid to the ASSIGNOR by the ASSIGNEE, the receipt and sufficiency of which is hereby acknowledged, THE ASSIGNOR HEREBY ASSIGNS TO THE ASSIGNEE any and all right, title and interest which it may hold in and to the Mark, the above-identified registration, and any registrations issuing therefrom, together with the goodwill of the business symbolized by and associated with the Mark.

The ASSIGNOR hereby authorizes and requests the United States Commissioner of Patents and Trademarks to issue any and all certificates of registration of the Mark to the ASSIGNEE as the owner of the entire interest of said Mark, for the sole use and benefit of the

said ASSIGNEE, its successors, assigns and legal representatives.

This Assignment and Agreement shall be binding upon any and all successors of the ASSIGNOR.

EFFECTIVE as of this 12 day of September, 2018.



By: Brian B Christensen
Title: CEO

Exhibit A

Mark	Serial/ Reg. No.	Filing Date	Docket No.
FLIRTY HOME	n/a	n/a	4243-006.TM
FLIRTY APRONS	3,977,032	09/13/2010	4243-002.TM
FLIRTY APRONS (lowercase logo)	3,617,240	03/31/2008	4243-003.TM
FLIRTY APRONS (uppercase logo)	3,802,020	05/12/2009	4243-004.TM
FA FLIRTY APRONS	3,802,122	06/24/2009	4243-005.TM
FLIRTY KITCHENS	87/012,920	04/25/2016	4243-001.TM