

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM521734

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Virginia Perez		04/03/2019	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Pet Luxury LLC		
Street Address:	579 Van Cortlandt Park Ave Apt# 4A		
City:	Yonkers		
State/Country:	NEW YORK		
Postal Code:	10705		
Entity Type:	Limited Liability Company: NEW YORK		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	88174020	BECAUSE THEY'RE WORTH IT	
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>			
Email:	vp41179@yahoo.com		
Correspondent Name:	Virginia Perez		
Address Line 1:	579 Van Cortlandt Park Ave Apt# 4A		
Address Line 4:	Yonkers, NEW YORK 10705		
NAME OF SUBMITTER:	Virginia Perez		
SIGNATURE:	/Virginia Perez/		
DATE SIGNED:	05/02/2019		
Total Attachments: 1			
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OP \$40.00 88174020

TRADEMARK ASSIGNMENT

TRADEMARK ASSIGNMENT, dated as of 4/3/19 by and between Virginia Perez, as Assignor, and Pet Luxury LLC, as Assignee.

WHEREAS, the Assignor is the owner of the trademark BECAUSE THEY'RE WORTH IT ("Mark") and United States Trademark Application No. 88174020 therefor (the "Registration");

WHEREAS, Assignee wishes to acquire all of Assignor's right, title and interest in and to the Mark and the Registration;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, and intending to be legally bound hereby, Assignor hereby conveys, transfers and assigns to Assignee, for its benefit and for the benefit of Assignee's successors, assigns and legal representatives, Assignor's entire right, title and interest in and to the Mark and the Registration, together with (1) the goodwill of the business relating thereto, (2) all income, royalties and damages hereafter due or payable to Assignor with respect to the Mark, including without limitation payments for past, present or future infringements and misappropriations of the Mark; (3) all rights to sue for past, present and future infringements or misappropriations of the Mark; and (4) all rights to apply for and register the Mark in the name of Assignee in any governmental or other office anywhere in the world.

Assignor covenants and agrees that it will execute all further documents and authorizations and take all other actions that may be necessary or required to effectuate the assignment herein.

IN WITNESS WHEREOF, Assignor has caused this Trademark Assignment to be duly signed and authorized as of the date written above.



Name: Virginia Perez