

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM525001

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Formation Brands, LLC		05/24/2019	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	Pacific Market International, LLC		
Street Address:	2401 Elliot Avenue		
Internal Address:	4th Floor		
City:	Seattle		
State/Country:	WASHINGTON		
Postal Code:	98121		
Entity Type:	Limited Liability Company: WASHINGTON		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4832931	MUGLY	
CORRESPONDENCE DATA			
Fax Number:	6152446804		
<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:	615-850-8741		
Email:	trademarkdocket@wallerlaw.com		
Correspondent Name:	Robert P. Felber, Jr.		
Address Line 1:	c/o Waller Lansden Dortch & Davis		
Address Line 2:	511 Union Street, Suite 2700		
Address Line 4:	Nashville, TENNESSEE 37219		
ATTORNEY DOCKET NUMBER:	032360.88250		
NAME OF SUBMITTER:	Robert P. Felber, Jr.		
SIGNATURE:	/ROBERT P. FELBER, JR./		
DATE SIGNED:	05/24/2019		
Total Attachments: 3			
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OP \$40.00 4832931

**ASSIGNMENT OF TRADEMARK, ACCOMPANYING
REGISTRATION AND GOODWILL**

Effective as of May 24, 2019 (the "Effective Date"), in consideration of the sum of Ten and No/100 Dollars (\$10.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, **Formation Brands, LLC**, a Delaware limited liability company with offices at 2000 Sierra Point Parkway, 3rd Floor, Brisbane, California 94005 (the "Assignor"), does hereby sell, assign, transfer and set over to **Pacific Market International, LLC**, a Washington limited liability company with offices at 2401 Elliott Avenue, 4th Floor, Seattle, Washington 92121 (the "Assignee"), all of Assignor's rights, title and interest in and to the trademark listed on Exhibit A attached hereto (the "Mark"), the registration therefor, any issuances, renewals, or extensions of such registration, and all rights therein and thereto provided by any applicable law of any jurisdiction, by international treaties and conventions, and otherwise throughout the world, together with the goodwill of the business in connection with which the Mark is used and which is symbolized by the Mark, and the resulting right to recover damages, profits, restitution, and injunctive and other legal and equitable relief for past, present, or future infringements or unauthorized uses thereof, with the right to sue for and collect the same for its own use and enjoyment, and for the use and enjoyment of its successors, assigns, or other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment and sale had not been made.

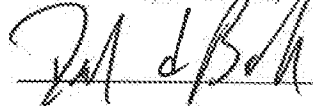
This Assignment shall be binding upon and shall inure to the benefit of the parties hereto and their respective successors and assigns.

IN WITNESS WHEREOF, the parties hereto have caused this Assignment to be signed by an individual thereto duly authorized, all as of the Effective Date.

ASSIGNOR:

FORMATION BRANDS, LLC

By: _____



Name: Derek de Bakker

Title: Secretary & General Counsel

ASSIGNEE:

PACIFIC MARKET INTERNATIONAL, LLC

By: _____



Name: Derek de Bakker

Title: Secretary & General Counsel

EXHIBIT A
TO
ASSIGNMENT OF TRADEMARK, ACCOMPANYING
REGISTRATIONS AND GOODWILL

MARK	JURISDICTION	REGISTRATION NO.	CLASS	REGISTRATION DATE
MUGLY	USA	4832931	21	10-13-2015

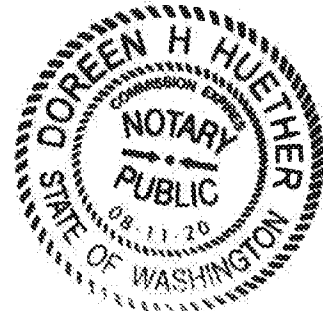
State of Washington)
)
County of King)

Before me, Doreen Huether, a Notary Public in and for the County and State aforesaid, personally appeared Derek de Bakker, with whom I am personally acquainted (or proved to me on the basis of satisfactory evidence), and who upon oath acknowledged himself/herself to be Secretary and General Counsel (or other officer authorized to execute the instrument) of **Formation Brands, LLC**, the within named Assignor, and that he/she, as such officer of the Assignor, executed the foregoing instrument for the purposes therein contained, by signing on behalf of the Assignor in his/her capacity as Secretary and General Counsel.

Witness my hand and seal, at office in Seattle, WA, this 24th day of May, 2019.

Doreen H. Huether
Notary Public

My Commission Expires: 8-11-2020



State of Washington)
)
County of King)

Before me, Doreen Huether, a Notary Public in and for the County and State aforesaid, personally appeared Derek de Bakker, with whom I am personally acquainted (or proved to me on the basis of satisfactory evidence), and who upon oath acknowledged himself to be Secretary and General Counsel of **Pacific Market International, LLC**, the within named Assignee, and that he, as such officer of the Assignee, executed the foregoing instrument for the purposes therein contained, by signing on behalf of the Assignee in his capacity as Secretary and General Counsel.

Witness my hand and seal, at office in Seattle, Washington, this 24th day of May, 2019.

Doreen H. Huether
Notary Public

My Commission Expires: 8-11-2020



4833-5269-5191.1

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