

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM528027

SUBMISSION TYPE:		NEW ASSIGNMENT	
NATURE OF CONVEYANCE:		ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL	
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Beverly Hills Pet Hotels, Inc.		06/14/2019	Corporation: OHIO
RECEIVING PARTY DATA			
Name:	PETSuites of America, LLC		
Street Address:	29229 CANWOOD STREET		
Internal Address:	SUITE 100		
City:	AGOURA HILLS		
State/Country:	CALIFORNIA		
Postal Code:	91301		
Entity Type:	Limited liability company: KENTUCKY		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	4261316	LOYALTAIL	
Registration Number:	3308133	B	
Registration Number:	3298720	THE BARKLEY PET HOTEL & DAY SPA	
Registration Number:	3294601	THE BARKLEY	
CORRESPONDENCE DATA			
Fax Number:	3125778994		
<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:	312-902-5200		
Email:	deborah.wing@kattenlaw.com		
Correspondent Name:	Deborah Wing c/o Katten Muchin Rosenman		
Address Line 1:	525 West Monroe Street		
Address Line 4:	Chicago, ILLINOIS 60661		
ATTORNEY DOCKET NUMBER:	203072-428/Barkley Pet Ho		
NAME OF SUBMITTER:	Deborah Wing		
SIGNATURE:	/Deborah Wing/		
DATE SIGNED:	06/17/2019		
Total Attachments: 3			

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TRADEMARK ASSIGNMENT

This Trademark Assignment (the “**Assignment**”) is executed this 14th day of June, 2019, by Beverly Hills Pet Hotels, Inc., an Ohio corporation (“**Assignor**”), in favor of PETSuites of America, LLC, a Kentucky limited liability company (“**Assignee**”).

WHEREAS, Assignor owns all the right, title and interest in and to the trademarks, and trademark registrations identified in Schedule 1 (collectively, the “**Trademarks and Registrations**”), together with the goodwill of the business associated therewith; and

WHEREAS, Assignee desires to acquire all right, title and interest in and to the Trademarks and Registrations, and the goodwill associated therewith.

NOW, THEREFORE, for good and valuable consideration, receipt and sufficiency of which are hereby acknowledged, Assignor hereby conveys and assigns to Assignee, free and clear of all liens, claims, mortgages, security interests, encumbrances and pledges, all of its right, title and interest in and to the Trademarks and Registrations, in the United States and all jurisdictions outside the United States (including all common law rights in and to such Trademarks and Registrations, the right to apply for trademark registrations within or outside the United States based in whole or in part upon the Trademarks and Registrations, and any priority right that may arise from use of the Trademarks and Registrations), and all goodwill of the business represented and symbolized thereby with all rights to sue and recover damages and/or profits for past infringements, the same to be held and enjoyed by Assignee, its successors and assigns as fully and entirely as said interest could have been held and enjoyed by Assignor had this conveyance and assignment not been made.

Assignor further agrees, without further consideration, to promptly cause to be performed such lawful acts and to be executed such further assignments and other lawful documents as Assignee may reasonably request to effectuate fully this Assignment and to permit Assignee to be duly recorded in all applicable jurisdictions as the registered owner and proprietor of the rights hereby conveyed.


[Signature Page Follows]

IN WITNESS WHEREOF, the undersigned has caused this Assignment to be executed and delivered as of the date first written above.


SELLERS:

BHPH MANAGEMENT, LP


By: Beverly Hills Pet Hotels, Inc.
Its: General Partner

By: 
Name: Howard Perlmutter
Its: President

BEVERLY HILLS PET HOTELS, INC.

By: 
Name: Howard Perlmutter
Its: President

PRINCIPALS:



HOWARD PERLMUTER



MITCHELL SHAHEEN

[Signature page to Trademark Assignment]

Schedule 1

Trademarks and Registrations

Mark	Country	Owner	Reg. No.	Reg. Date	Serial No.	Filing Date
LOYALTAIL	US	BEVERLY HILLS PET HOTELS, INC.	4261316	18-DEC-2012	85614170	02-MAY-2012
B 	US	BEVERLY HILLS PET HOTELS, INC.	3308133	09-OCT-2007	78355442	22-JAN-2004
THE BARKLEY PET HOTEL & DAY SPA	US	BEVERLY HILLS PET HOTELS, INC.	3298720	25-SEP-2007	78353811	19-JAN-2004
THE BARKLEY	USPTO	BEVERLY HILLS PET HOTELS, INC.	3294601	18-SEP-2007	78353808	19-JAN-2004