

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM534789

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
CROWN CRAFTS, INC.		07/02/2019	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	NOJO BABY & KIDS, INC.		
Street Address:	711 WEST WALNUT STREET		
City:	COMPTON		
State/Country:	CALIFORNIA		
Postal Code:	90220		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2314173	PILLOW BUDDIES	
CORRESPONDENCE DATA			
Fax Number:	2259262685		
<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:	225-927-9908		
Email:	rbf@roykiesel.com, blp@roykiesel.com		
Correspondent Name:	R. Bennett Ford		
Address Line 1:	9100 Bluebonnet Centre Blvd., Ste. 100		
Address Line 4:	B aton Rouge, LOUISIANA 70809		
NAME OF SUBMITTER:	R. Bennett Ford		
SIGNATURE:	/R. Bennett Ford/		
DATE SIGNED:	08/01/2019		
Total Attachments: 1			
source=Pillow Buddies Assignment#page1.tif			

OP \$40.00 2314173

TRADEMARK ASSIGNMENT

In consideration of the payment by ASSIGNEE to ASSIGNOR of the sum of One Dollar and NO/100's, the receipt of which is hereby acknowledged, and for other good and valuable consideration, ASSIGNOR:

Crown Crafts, Inc., a Delaware Corporation, having a principle place of business at 916 South Burnside Avenue; Gonzales, Louisiana 70737,

DOES HEREBY SELL, ASSIGN, and TRANSFER to ASSIGNEE:

NOJO Baby & Kids, Inc., a Delaware Corporation having its principle place of business at 711 West Walnut Street, Compton, California 90220

the entire right, title and interest, and the goodwill associated therewith, in and to the following:

the trademark, PILLOW BUDDIES, and United States Trademark registration no. 2,314,173 for the same mark as registered in international class 020, for use with stuffed fanciful shaped pillows and sleeping bags.

ASSIGNOR hereby covenants that no assignment, sale, agreement or encumbrance has been or will be made or entered into which would conflict with this assignment;

ASSIGNOR further covenants that ASSIGNEE will, upon its request, be provided promptly with all pertinent documents relating to said trademark and said registration and will testify as to the same in any interference, litigation or proceeding related thereto and will promptly execute and deliver to ASSIGNEE or its legal representatives any and all papers, instruments or affidavits required to apply for, obtain, maintain, issue and enforce said trademark and said Registration and said common law rights thereof.

THUS READ, AGREED TO AND SIGNED on the dates indicated hereinbelow.


ASSIGNOR:



Olivia W. Elliott
Vice President
Crown Crafts, Inc.

Date: 6/10/19

ASSIGNEE:


Donna Sheridan
President,
NOJO Baby & Kids, Inc.

Date: 7/2/2019