

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM536584

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
LF, LLC		08/14/2019	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	Transform SR Brands, LLC		
Street Address:	3333 Beverly Road		
City:	Hoffman Estates		
State/Country:	ILLINOIS		
Postal Code:	60179		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	5365715	LOVE WHERE YOU LIVE	
Registration Number:	4121827	LOVE WHERE YOU LIVE	
Registration Number:	5498365	LOVE WHERE YOU LIVE	
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>			
Phone:	3127758000		
Email:	trademarks@mcandrews-ip.com		
Correspondent Name:	Joshua A.R. Aldort		
Address Line 1:	500 W. Madison St.		
Address Line 2:	34th Floor		
Address Line 4:	Chicago, ILLINOIS 60661		
NAME OF SUBMITTER:	Joshua A.R. Aldort		
SIGNATURE:	/JARA/		
DATE SIGNED:	08/14/2019		
Total Attachments: 2			
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OP \$90.00 5365715

EXHIBIT I

TRADEMARK ASSIGNMENT

This ASSIGNMENT between LF, LLC, a Delaware limited liability company with an address of P.O. Box 39 Mount Mourne, North Carolina 28123 and offices located at 1000 Lowe's Boulevard, Mooresville, North Carolina 28117 ("Assignor") and Transform SR Brands, LLC, a Delaware limited liability company having its principal place of business at 3333 Beverly Road, Hoffman Estates, IL 60179 ("Assignee") is made and entered into effective as of the date last written below (the "Effective Date").

Now, therefore, for good and valuable consideration, as acknowledged by Assignor, Assignor hereby agrees as follows:

Assignor hereby conveys, assigns, sells, and transfers to Assignee its entire right, title and interest in and to the trademark LOVE WHERE YOU LIVE, including all common law trademark rights, together with the Goodwill, to be held and enjoyed by Assignee or its Affiliates for the full extent of the life of the LOVE WHERE YOU LIVE mark, to be used as fully and entirely as such rights would have been held and enjoyed by Assignor had this Assignment not been made. Without limiting the generality of the foregoing, this Assignment shall include the following United States trademark registrations and abandoned applications:

Mark	Reg. or App. No.	Status
LOVE WHERE YOU LIVE	Reg. No. 4121827	Registered
LOVE WHERE YOU LIVE	Reg. No. 5365715	Registered
LOVE WHERE YOU LIVE	Reg. No. 5498365	Registered
LOVE WHERE YOU LIVE	App. Ser. No. 87019544	Abandoned
LOVE WHERE YOU LIVE	App. Ser. No. 87019695	Abandoned

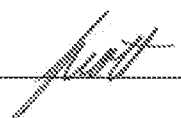
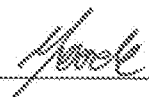
(hereinafter the "Love Where You Live Registrations and Abandoned Applications"), and any and all rights to sue for claims and remedies against past, present and future infringements of any or all of the foregoing, and rights for priority and protection of interests therein under the laws of any jurisdiction.

Assignor represents, warrants and covenants that Assignor is the owner of the entire right, title and interest in and to the Love Where You Live Registrations and Abandoned Applications, and that Assignor has full power to make this Assignment.

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

In witness whereof, Assignor has caused its authorized officer to hereunder set his/her hand on the date shown below.

Execution Date: 14 August 2019

(signature)

Typed or printed name of signatory:

Scott Goode

Title: President