

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM538906

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Joseph, Incorporated		08/29/2019	Corporation: NEBRASKA
RECEIVING PARTY DATA			
Name:	Rhythm & Blue Inc. Limited		
Street Address:	44 East Street		
Internal Address:	Chichester		
City:	West Sussex		
State/Country:	UNITED KINGDOM		
Postal Code:	PO191HQ		
Entity Type:	private company limited by shares: GREAT BRITAIN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4669619	MOISTURE TO GO	
CORRESPONDENCE DATA			
Fax Number:	2142064330		
<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:	2142064301		
Email:	molly@richardlawgroup.com		
Correspondent Name:	Molly Buck Richard		
Address Line 1:	13355 Noel Road		
Address Line 2:	Suite 1350		
Address Line 4:	Dallas, TEXAS 75240		
NAME OF SUBMITTER:	Molly Buck Richard		
SIGNATURE:	/Molly Buck Richard/		
DATE SIGNED:	08/30/2019		
Total Attachments: 3			
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OP \$40.00 4669619

ASSIGNMENT

This Agreement is made as of the 30th day of August, 2019

BETWEEN

Joseph, Incorporated, DBA Joseph's College, a Nebraska Corporation of ~~26370~~ 3516 S. 48th Street, Lincoln,
Nebraska ~~68510~~, USA ("the Assignor")

68506 *JN*

AND

Rhythm & Blue Inc Limited of 44 East Street, Chichester, West Sussex, United Kingdom ("the Assignee")

WHEREAS

The Assignor warrants it is the sole and exclusive owner of the entire right, title and interest in, to and under the United States trade mark registration No. 4669619, details of which appear in Schedule A, for the mark MOISTURE TO GO ("the Mark"), including any common law trade mark rights therein and that the registration is valid and subsisting

AND WHEREAS

the Assignor and Assignee here enter into an agreement under which the Assignor agrees to assign to the Assignee all of the Assignor's right title and interest in and to the Mark together with the goodwill associated therewith.

NOW THEREFORE for good and valuable consideration paid by the Assignee to the Assignor, the receipt and sufficiency of which is here acknowledged, the Assignor does here sell, assign, transfer and set over to the Assignee, the Assignor's entire right title and interest in and to the Mark together with the goodwill of the Mark for the United States, including any renewals or extensions thereof that are or may be secured under the laws of the United States now or hereafter in effect including the subject matter of any claim which may be obtained therefrom 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 the Assignor if this Assignment and sale had not been made; together with all claims for damages by reason of past, present or future infringement or other unauthorised use, 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. This agreement shall

JN


be binding upon the parties their successors and assigns. It is the intention of the parties that this agreement shall be construed, interpreted and applied in accordance with the laws of England and Wales.

In witness whereof the Assignor has duly executed this Assignment this 29th day of August 2019.

For and on behalf of Joseph Incorporated, DBA Joseph's College:

Signature Lydia J. Nims
Printed Name Lydia J. Nims
Position President

For and on behalf of Rhythm & Blue Inc Limited:

Signature 
Printed Name MARK HC WARREN
Position DIRECTOR CEO

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Schedule A

Trade Mark: MOISTURE TO GO
Registration date: 13 January 2015
Goods: Body lotions
Registration number: 4669819

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