

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM546967

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Steviva Brands, Inc.		10/26/2019	Corporation:
RECEIVING PARTY DATA			
Name:	Guy Gone Keto, LLC		
Street Address:	19250 NE Portal Way		
City:	Portland		
State/Country:	OREGON		
Postal Code:	97230		
Entity Type:	Corporation: OREGON		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	88279512	GUY GONE KETO	
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>			
Email:	docketing@mohriplaw.com		
Correspondent Name:	Mohr IP Law Solutions		
Address Line 1:	522 SW 5th Avenue		
Address Line 2:	Suite 1390		
Address Line 4:	Portland, OREGON 97204		
NAME OF SUBMITTER:	Joseph Mohr		
SIGNATURE:	/Joseph Mohr/		
DATE SIGNED:	10/28/2019		
Total Attachments: 1			
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OP \$40.00 88279512

ASSIGNMENT AGREEMENT

Steviva Brands, Inc. ("the Assignor"), has established rights in and goodwill associated with the mark GUY GONE KETO ("the Mark"), which is the subject of U.S. Trademark Application Serial No. 88279512; and

Guy Gone Keto, LLC ("the Assignee"), seeks to acquire the Mark, the goodwill associated with the Mark, and to carry forward the goodwill associated with the Mark by continuing to use the Mark commercially in the manner used by the Assignor;

The Assignee seeks to acquire all foreign and domestic trademark applications and trademark registrations directed to the Mark ("the Intellectual Property");

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Assignor sells, assigns, and transfers to the Assignee, its successors and assigns, the full and exclusive right to the Intellectual Property.

The Assignor authorizes and requests the Trademark Office officials of the United States and any and all foreign countries to issue any and all trademarks registrations directed to the Mark, when granted, to the Assignee for the sole use of the Assignee and its successors and assigns.

The Assignor declares that it is the sole and lawful owner of the entire right, title, and interest in and to the rights assigned in connection with the Mark and that the same are unencumbered. The Assignor declares that it has full right and lawful authority to sell and convey the same in the manner herein set forth.

The Assignor shall communicate to the Assignee, or its representatives, any facts known respecting the Mark, and to testify in any legal proceedings, sign all lawful papers, execute all applications, execute all necessary assignment papers to cause any and all trademarks directed to the Mark to be issued to the Assignee, to make all rightful oaths, and to generally do everything possible to aid the Assignee, and its successors and assigns, to obtain and enforce proper protection for the Mark in the United States and in any and all foreign countries.

AGREED AND ACCEPTED:

Assignor:



By: _____

Date: 10/26/2019