

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM548712

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Serendipity 3, Inc.		11/06/2019	Corporation: NEW YORK
RECEIVING PARTY DATA			
Name:	Serendipity Trademark LLC		
Street Address:	701 Zerega Avenue		
City:	Bronx		
State/Country:	NEW YORK		
Postal Code:	10473		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3611944	FRRROZEN HOT CHOCOLATE	
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:	212-790-9200		
Email:	trademark@cjl.com		
Correspondent Name:	C.J. Erickson		
Address Line 1:	114 West 47th Street		
Address Line 4:	New York, NEW YORK 10036-1525		
NAME OF SUBMITTER:	C.J. Erickson		
SIGNATURE:	/C.J. Erickson/		
DATE SIGNED:	11/08/2019		
Total Attachments: 2			
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CONFIRMATORY TRADEMARK ASSIGNMENT

WHEREAS, Serendipity 3, Inc., a New York Corporation, with offices at 225 East 60th Street, New York, New York 10022 ("Assignor"), owned the mark **FRRROZEN HOT CHOCOLATE** as shown in U.S. Reg. No. 3,611,944 (the "Registration") and is the record owner of the Registration; and

WHEREAS, Serendipity Trademark LLC, a Delaware limited liability company, with offices at 701 Zerega Avenue, Bronx, New York 10473 ("Assignee"), acquired from Assignor all of Assignor's right, title and interest in the Mark and Registration, together with the goodwill of the business symbolized thereby as of March 29, 2018; and


WHEREAS, the aforesaid parties are desirous of confirming the acquisition of Assignor's right, title and interest in the Mark and Registration as of March 29, 2018, together with the goodwill of the business symbolized thereby by Assignee;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby confirm that, as of March 29, 2018, it has assigned and transferred, and hereby does assign and transfer, to Assignee, its successors and assigns, absolutely and forever, its entire right, title and interest, whether statutory or at common law, in and to the Mark and Registration, together with the goodwill of the business symbolized thereby, all causes of action for any and all previously occurring infringements of the rights being

assigned and the right to receive and retain the proceeds relating to those infringements.

IN WITNESS WHEREOF, has caused this Confirmatory Trademark Assignment to be executed and delivered as of November 16, 2019.

SERENDIPITY 3, INC.
Assignor



By: Stephen Bruce
Title: President