

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM553208

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Michael John Simpson		12/03/2019	INDIVIDUAL: CANADA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Best Brands Group, LLC		
<b>Street Address:</b>	4820 Danby Drive		
<b>City:</b>	Nashville		
<b>State/Country:</b>	TENNESSEE		
<b>Postal Code:</b>	37211		
<b>Entity Type:</b>	Limited Liability Company: TENNESSEE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	88456587	BEARD BUTLER	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	3144694850		
<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>			
<b>Phone:</b>	314-469-2610		
<b>Email:</b>	tmattorneypto@aol.com		
<b>Correspondent Name:</b>	Annette Heller		
<b>Address Line 1:</b>	400 CHESTERFIELD CENTER		
<b>Address Line 2:</b>	Suite 400		
<b>Address Line 4:</b>	Chesterfield, MISSOURI 63017		
<b>NAME OF SUBMITTER:</b>	Annette P. Heller		
<b>SIGNATURE:</b>	/aph76/		
<b>DATE SIGNED:</b>	12/13/2019		
<b>Total Attachments: 1</b>			
source=Trademark Assignment (Beard Butler) - M Simpson-Best Brands (signed)#page1.tif			

OP \$40.00 88456587

TRADEMARK ASSIGNMENT

Whereas, Michael John Simpson (Assignor), an individual, located and doing business at 927 Cty Rd, 34 Wheatley, Ontario Canada N0P2PQ is listed as the applicant of the intent to use trademark application for Beard Butler with the serial number 88/456587 filed on June 3, 2019 in the U.S. Patent and Trademark Office, and

Whereas, Best Brands Group, LLC (Assignee), a Tennessee Limited Liability Company, located and doing business at 4820 Danby Drive, Nashville, Tennessee 37211, is owner of the mark, Beard Butler, and a registration for Beard Butler # 4292565 and is desirous of owning said trademark application.

Now, Therefore, for good and valuable consideration, receipt of which is hereby acknowledged, said Assignor does hereby assign unto said Assignee, all rights, title and interest in and to the said intent to use trademark application together with the good will of the prospective business symbolized by the said trademark thereof effective as of the date of this assignment.

By:   
Michael John Simpson

Dated: Dec 3, 2019