

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM555422

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Eat JUST, Inc.		12/13/2019	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Just Goods, Inc.		
Street Address:	311 West 43rd Street		
Internal Address:	Suite 300		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10036		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	87948304	JUST FOR ALL	
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:	3103107013		
Email:	thadid@kilpatricktownsend.com		
Correspondent Name:	Thomas M. Hadid		
Address Line 1:	1100 Peachtree Street		
Address Line 2:	Suite 2800		
Address Line 4:	Atlanta, GEORGIA 30309		
ATTORNEY DOCKET NUMBER:	1091392		
NAME OF SUBMITTER:	Thomas M. Hadid		
SIGNATURE:	/Thomas M. Hadid/		
DATE SIGNED:	12/29/2019		
Total Attachments: 2			
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ASSIGNMENT OF TRADEMARK

This Assignment is made by and between Eat JUST, Inc. (fka JUST, Inc.), a Delaware corporation ("Assignor"), and Just Goods, Inc., a Delaware corporation ("Assignee").

WHEREAS, Assignor has an ongoing and existing business.

WHEREAS, Assignor has used, and has an intent to further use, the mark identified below, and has filed applications to register and/or obtained registrations of, the mark for the goods and services identified therein (hereinafter the "Mark", "Applications", and "Registrations" respectively).

Trademark	Serial No. Registration Date	Filing Date Registration No.	Jurisdiction
JUST FOR ALL	1902916	June 6, 2018	Canada
JUST FOR ALL	31887039 March 21, 2019	June 28, 2018 31887039	China
JUST FOR ALL	31423892 March 7, 2019	June 6, 2018 31423892	China
JUST FOR ALL	31887040 March 21, 2019	June 28, 2018 31887040	China
JUST FOR ALL	17912745	June 5, 2018	European Union
JUST FOR ALL	3853270	June 6, 2018	India
JUST FOR ALL	DID2018028213	June 6, 2018	Indonesia
JUST FOR ALL	073904	December 6, 2017	Jamaica
JUST FOR ALL	2018-074378	June 5, 2018	Japan
JUST FOR ALL	40-2018-0076156	June 5, 2018	Korea
JUST FOR ALL	2018006559	June 5, 2018	Malaysia
JUST FOR ALL	2018006560	June 5, 2018	Malaysia
JUST FOR ALL	42018009572	June 6, 2018	Philippines
JUST FOR ALL	40201810867U	June 6, 2018	Singapore

Trademark	Serial No. Registration Date	Filing Date Registration No.	Jurisdiction
JUST FOR ALL	107035555	June 5, 2018	Taiwan
JUST FOR ALL	180117286	June 6, 2018	Thailand
JUST FOR ALL	180117290	June 6, 2018	Thailand
JUST FOR ALL	3315506 August 7, 2018	June 5, 2018 315506	United Kingdom
JUST FOR ALL	87/948,304	June 5, 2018	United States
JUST FOR ALL	4201818383	June 6, 2018	Vietnam


WHEREAS, Assignee, the successor of that portion of Assignor's ongoing and existing business to which the Mark pertains, is desirous of acquiring the Mark, the Applications, and the Registrations, including the goodwill associated with the ongoing and existing business, the Mark and any and all claims, demands, and causes of action for infringement, of the Mark, past, present, and future, and all of the proceeds from the foregoing.

WHEREAS, Assignor is assigning the Mark, the Applications, and the Registrations to Assignee as part of a portion of the business to which the Mark pertains as required by 15 U.S.C. § 1060, and pursuant to the resolution of a federal action in the United States for trademark infringement of Assignee's JUST trademark.

NOW, THEREFORE, in consideration of good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to the Mark, the Applications, and Registrations, together with the goodwill of the business symbolized by the Mark and any and all claims, demands, and causes of action for infringement, of the Mark, past, present, and future, and all of the proceeds from the foregoing.

Signed at San Francisco, California, effective this 13th day of December 2019.

EAT JUST, INC.



 Joshua Tetrick
 Chief Executive Officer