

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM557079

<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>
Prefer Products Brands, Inc.		10/17/2019	Corporation: MICHIGAN
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Value, Inc.		
<b>Street Address:</b>	15188 W. Eight Mile Road		
<b>City:</b>	Oak Park		
<b>State/Country:</b>	MICHIGAN		
<b>Postal Code:</b>	48089		
<b>Entity Type:</b>	Corporation: MICHIGAN		
<b>PROPERTY NUMBERS Total: 21</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	0089149	BULLDOG	
<b>Registration Number:</b>	4432000	BULLDOG	
<b>Registration Number:</b>	4551641	HAMADA	
<b>Registration Number:</b>	4696913	HAMADA	
<b>Registration Number:</b>	5246515	HAMADA	
<b>Registration Number:</b>	5558706	HAMADA	
<b>Registration Number:</b>	4229053	PREFER	
<b>Registration Number:</b>	4860433	PREFER	
<b>Registration Number:</b>	4765559	PREFER	
<b>Registration Number:</b>	3287089	ROMAN	
<b>Registration Number:</b>	5246740	ROYAL FINE	
<b>Registration Number:</b>	4653675	ROYAL FINE	
<b>Registration Number:</b>	5144501	ROYAL FINE	
<b>Registration Number:</b>	5287761	ROYAL FINE	
<b>Registration Number:</b>	5137720	ROYAL FINE	
<b>Registration Number:</b>	5383671	ROYAL FINE	
<b>Registration Number:</b>	5641912	ROYAL FINE	
<b>Registration Number:</b>	4174594	ROYAL FINE	
<b>Registration Number:</b>	4372833	ROYAL FINE	

OP \$540.00 0089149

Property Type	Number	Word Mark
Registration Number:	4297109	ROYAL FINE
Registration Number:	5224568	TITANIC

**CORRESPONDENCE DATA**

**Fax Number:** 2484407300

*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.*

**Phone:** 2484305771

**Email:** tmdocketing@bluefilamentlaw.com

**Correspondent Name:** Mary Margaret L. O'Donnell

**Address Line 1:** 700 E. Maple, Suite 450

**Address Line 4:** Birmingham, MICHIGAN 48009

<b>ATTORNEY DOCKET NUMBER:</b>	VALU-5001
<b>NAME OF SUBMITTER:</b>	Mary Margaret L. O'Donnell
<b>SIGNATURE:</b>	/MMLO/
<b>DATE SIGNED:</b>	01/10/2020

**Total Attachments: 4**

- source=Assignment Prefer Products Brands, Inc. to Value, Inc. 10.17.19#page1.tif
- source=Assignment Prefer Products Brands, Inc. to Value, Inc. 10.17.19#page2.tif
- source=Assignment Prefer Products Brands, Inc. to Value, Inc. 10.17.19#page3.tif
- source=Assignment Prefer Products Brands, Inc. to Value, Inc. 10.17.19#page4.tif

**TRADEMARK ASSIGNMENT**

This assignment is effective as of October 17, 2019 ("Effective Date") between **Prefer Products Brands, Inc.** ("Assignor"), and **Value, Inc.** ("Assignee").


**Recitals**

- 1. Assignor owns the entire right, title, and interest in and to the trademarks, service marks, and trade names listed on the attached Schedule A, whether registered or not ("Trademarks"), and
- 2. Assignor has agreed to assign and transfer its rights in the Trademarks, together with all of the goodwill associated therewith and symbolized thereby, including all common-law rights associated with the Trademarks by virtue of their use in commerce, to Assignee.

Therefore, in consideration of the promises made in this Assignment and the payment of consideration, the sufficiency and receipt of which the Assignee acknowledges, Assignor assigns and delivers to Assignee, its successors, and assigns all of its rights in the Trademarks, and all of the goodwill associated therewith and symbolized thereby, including any and all rights to register and to renew the Trademarks, except for rights to sue and recover for past infringement thereof which belong to the Assignor, to have and to hold forever for the sole and exclusive use and benefit of Assignee.

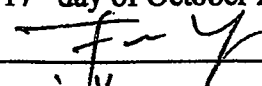
This Assignment is signed by the authorized representatives of the Assignor and Assignee as of the Effective Date.

ASSIGNOR:  
PREFER PRODUCSTS, INC.



**MIKE DIKHOW**  
Its: **President**

STATE OF MICHIGAN ) SS  
COUNTY OF OAKLAND )  
Subscribed and sworn to before me  
this 17<sup>th</sup> day of October 2019



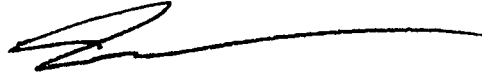
\_\_\_\_\_  
Francis Yano, Notary Public

Oakland County, MI;  
Acting in Oakland County, MI  
My Commission Expires: 3-18-2024

FRANCIS YONO  
Notary Public, State of Michigan  
County of Oakland  
My Commission Expires 03-18-2024  
Acting in the County of

Accepted by:

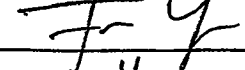
ASSIGNEE:  
VALUE, INC.



Matthew Loussia  
Its: Authorized Agent

STATE OF MICHIGAN ) SS  
COUNTY OF OAKLAND )  
Subscribed and sworn to before me

this 17<sup>th</sup> day of October 2019

  
\_\_\_\_\_  
Francis Yono, Notary Public

Oakland County, MI;




Acting in Oakland County, MI

My Commission Expires: 3/18/2024

FRANCIS YONO  
Notary Public, State of Michigan  
County of Oakland  
My Commission Expires 03-18-2024  
Acting in the County of \_\_\_\_\_

**SCHEDULE A**

**TRADEMARKS**

Trademark Name	Country	Classes	Status	Application Date	Application Number	Registration Date	Registration Number
BULLDOG 	US	29	Registered	Jul-20-2012	71064829	Nov-12-2012	0089149
BULLDOG 	US	29	Registered	Mar-21-2013	85882849	Nov-12-2013	4432000
HAMADA	US	34	Registered	Nov-06-2013	86111707	Jun-17-2014	4551641
HAMADA	US	29	Registered	Nov-05-2013	86111197	Mar-03-2015	4696913
HAMADA	US	30	Registered	Feb-13-2017	87333415	Jul-18-2017	5246515
HAMADA	US	29	Registered	Jul-25-2017	87542441	Sep-11-2018	5558706
PREFER	US	5, 6, 11, 16, 29, 30	Registered	Dec-07-2011	85489694	Oct-23-2012	4229053
PREFER	US	6, 29, 30	Registered	Mar-31-2014	86237354	Nov-24-2015	4860433
	US	6, 29, 30	Registered	Mar-31-2014	86237443	Jun-30-2015	4765559
ROMAN	US	3	Registered	Feb-27-2006	78824555	Aug-28-2007	3287089
ROYAL FINE	US	32	Registered	Jun-23-2014	86317066	Jul-18-2017	5246740
ROYAL FINE	US	29	Registered	May-03-2013	85923174	Dec-09-2014	4653675
ROYAL FINE	US	29	Registered	Dec-28-2015	86859226	Feb-21-2017	5144501
ROYAL FINE	US	30	Registered	Sep-08-2016	87165362	Sep-12-2017	5287761
ROYAL FINE	US	29, 30	Registered	Sep-08-2016	87165378	Feb-07-2017	5137720
ROYAL FINE	US	30	Registered	Dec-16-2016	87271969	Jan-23-2018	5383671
ROYAL FINE	US	30	Registered	Apr-30-2018	87900693	Jan-01-2019	5641912
ROYAL FINE	US	29, 30	Registered	Oct-25-2011	85456121	Jul-17-2012	4174594
ROYAL FINE	US	29	Registered	Apr-07-2010	85008606	Jul-23-2013	4372833
ROYAL FINE	US	29	Registered	Oct-03-2011	85437868	Mar-05-2013	4297109
TITANIC	US	34	Registered	Jun-24-2016	87083310	Jun-13-2017	5224568