

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM560981

SUBMISSION TYPE:	RESUBMISSION		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
RESUBMIT DOCUMENT ID:	900531559		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Shannon Cohen		01/16/2020	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Shannon Cohen, Inc.		
Street Address:	P.O. Box 6155		
City:	Grand Rapids		
State/Country:	MICHIGAN		
Postal Code:	49516		
Entity Type:	Corporation: MICHIGAN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	88437452	SHANNON COHEN TOUGH SKIN SOFT HEART	
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:	6162353500		
Email:	apearson@rhoadesmckee.com		
Correspondent Name:	Anthony Pearson		
Address Line 1:	55 Campau Ave NW Suite 300		
Address Line 4:	Grand Rapids, MICHIGAN 49503		
NAME OF SUBMITTER:	Jacob Walson		
SIGNATURE:	/jacob walson/		
DATE SIGNED:	02/07/2020		
Total Attachments: 4			
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source=Trademark Assignment#page3.tif			
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TRADEMARK ASSIGNMENT AGREEMENT

THIS TRADEMARK ASSIGNMENT AGREEMENT (this “**Assignment**”) is made and entered into on January 16, 2020 (the “**Effective Date**”), by and between Shannon M. Cohen, an individual with an address at 1418 Colorado Ave SE, Grand Rapids, MI 49507 (“**Assignor**”) and Shannon Cohen, Inc., a Michigan corporation with an address at P.O. Box 6155, Grand Rapids, MI 49516 (“**Assignee**”).

WHEREAS, Assignor owns the mark listed in **Schedule A** (the “**Mark**”) and any applications and registrations;

WHEREAS, Assignor desires to transfer and assign to Assignee all right, title, and interest in and to the Mark, and Assignee desires, to acquire all right, title, and interest in and to the Mark and any applications or registrations.

NOW THEREFORE, for good and valuable consideration, receipt and sufficiency of which is hereby acknowledged, Assignor and Assignee agree as follows:

1. Assignor hereby conveys, transfers, and assigns to Assignee, and Assignee hereby accepts the assignment of, all of Assignor’s right, title, and interest in and to the Mark together with the goodwill of the business symbolized by the Mark, the applications and registrations of the Mark, and any and all rights associated therewith, including, but not limited to, the right to sue, and collect and retain, damages and profits for any past, present, or future infringement, misappropriation or other violation of the Mark.

2. Assignor hereby authorizes and requests the Commissioner for Trademarks of the United States Patent and Trademark Office, and the corresponding entities or agencies in any applicable foreign countries, to record Assignee as the assignee and owner of the Mark registered in the corresponding jurisdiction.

3. This Assignment will be governed by and construed and interpreted in accordance with the substantive laws of the State of Michigan without giving effect to any conflicts of law rule or principle that might result in the application of the laws of another jurisdiction.

4. This Assignment may be executed in one or more counterparts, each of which will be deemed an original and all of which, when taken together, will constitute one and the same Assignment.

[Signature Page to Follow]

The parties have executed this Agreement effective as of the Effective Date.

ASSIGNOR:

A handwritten signature in cursive script, reading "Shannon Cohen", written over a horizontal line.

Shannon M. Cohen

ASSIGNEE:

Shannon Cohen, Inc.

A handwritten signature in cursive script, reading "Shannon Cohen", written over a horizontal line.

By: Shannon M. Cohen

Its: President

Schedule A

Trademark

Jurisdiction	Mark	Serial No.
United States of America	Shannon Cohen Tough Skin Soft Heart	88437452