

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM566521

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	CHANGE OF NAME		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
The Trustees of the Zora Neale Hurston Trust		06/21/2019	Trust: NEW YORK
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	The Trustees of the Zora Neale Hurston Trust		
<b>Street Address:</b>	1501 Broadway, Suite 2310		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10036		
<b>Entity Type:</b>	Trust: NEW YORK		
<b>Composed Of:</b>	<ul style="list-style-type: none"> <li>• Lois J. Hurston Gaston, UNITED STATES, INDIVIDUAL</li> <li>• Lucy Anne Hurston, UNITED STATES, INDIVIDUAL</li> <li>• Lisandra Nicole Green, UNITED STATES, INDIVIDUAL</li> </ul>		
<b>PROPERTY NUMBERS Total: 4</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4496340	ZORA NEALE HURSTON	
<b>Registration Number:</b>	5343679	ZORA!	
<b>Registration Number:</b>	5709911	ZNH	
<b>Registration Number:</b>	5807070	ZORA!	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	8132545400		
<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>	8132545100		
<b>Email:</b>	frijouf@frijouf.com		
<b>Correspondent Name:</b>	Daniel R. Frijouf		
<b>Address Line 1:</b>	201 East Davis Blvd		
<b>Address Line 4:</b>	Tampa, FLORIDA 33606		
<b>NAME OF SUBMITTER:</b>	Daniel R. Frijouf		
<b>SIGNATURE:</b>	/d/		
<b>DATE SIGNED:</b>	03/11/2020		

OP \$115.00 4496340

**Total Attachments: 2**

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# IN THE UNITED STATES TRADEMARK OFFICE

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Mark: ZORA NEALE HURSTON  
Registrant: The Trustees of the Zora Neale Hurston Trust  
Hurston Gaston, Lois J., Individual, United States; Hurston, Lucy Anne, Individual, United States; Kimble-Green, Annette Nicole, Individual, United States.  
Registration No.: 4496340  
Registered: March 11, 2014

Mark: ZORA!  
Registrant: The Trustees of the Zora Neale Hurston Trust  
Hurston Gaston, Lois J., Individual, United States; Hurston, Lucy Anne, Individual, United States; Kimble-Green, Annette Nicole, Individual, United States.  
Registration No.: 5343679  
Registered: November 28, 2017

Mark: ZNH  
Applicant: The Trustees of the Zora Neale Hurston Trust  
Hurston Gaston, Lois J., Individual, United States; Hurston, Lucy Anne, Individual, United States; Kimble-Green, Annette Nicole, Individual, United States.  
Registration No.: 5709911  
Registered: March 26, 2019

Mark: ZORA!  
Applicant: The Trustees of the Zora Neale Hurston Trust  
Hurston Gaston, Lois J., Individual, United States; Hurston, Lucy Anne, Individual, United States; Kimble-Green, Annette Nicole, Individual, United States.  
Registration No.: 5807070  
Registered: July 16, 2019

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## CERTIFICATE OF CHANGE OF NAME

WHEREAS, the above referenced Registrant (hereinafter "Owner") had continuously used the above-referenced marks set forth in the above referenced Registrations, and was the owner of the Registrations; and

WHEREAS, on or about June 21, 2019, the Owner had previously changed its name to The

Trustees of the Zora Neale Hurston Trust, a New York trust, comprising Hurston Gaston, Lois J., Individual, United States; Hurston, Lucy Anne, Individual, United States; Green, Lisandra Nicole, Individual, United States.

WHEREAS, the Owner has always maintained all right, title and interest in and to the above referenced marks, together with the good will of the business symbolized by said marks, and the above-identified Registrations therefore; and

WHEREAS the Owner desires to confirm and record said previous change of name.

The undersigned Declarants hereby attaches a true copy of a document evidencing said previous Change of Name.

The undersigned Declarants declare that the Declarants are authorized to execute said previous Change of Name. The undersigned declarants, hereby declare that all statements made herein on the own knowledge of the Declarants are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code, and that such willful false statement may jeopardize the validity of the Applications and/or Registrations.

The Trustees of the Zora Neale Hurston Trust

March 11, 2020  
Date

/Lois J. Hurston Gaston/  
Lois J. Hurston Gaston, Trustee

March 11, 2020  
Date

/Lucy Anne Hurston/  
Lucy Anne Hurston, Trustee