

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM566743

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
One Savvy Life LLC		02/12/2020	Limited Liability Company: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Savvy Goods LLC		
Street Address:	18420 Rio Chama Ln		
City:	Austin		
State/Country:	TEXAS		
Postal Code:	78738		
Entity Type:	Limited Liability Company: TEXAS		
PROPERTY NUMBERS Total: 7			
Property Type	Number	Word Mark	
Registration Number:	5584857	ONE SAVVY GIRL	
Registration Number:	5403311	ONE SAVVY GIRL	
Registration Number:	5348969	SAVVY GLAMPING	
Registration Number:	4896435	SAVVY ICE	
Registration Number:	4840257	SAVVY INFUSION	
Registration Number:	4896434	SAVVY STRAWS	
Serial Number:	86539462	ONE SAVVY LIFE	
CORRESPONDENCE DATA			
Fax Number:	3105457095		
<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:	310-545-7700		
Email:	jacqueline@chaselawmb.com		
Correspondent Name:	DeAnn Flores Chase		
Address Line 1:	1721 N Sepulveda Blvd		
Address Line 4:	Manhattan Beach, CALIFORNIA 90266		
NAME OF SUBMITTER:	Jacqueline Schock		
SIGNATURE:	/Jacqueline Schock/		
DATE SIGNED:	03/12/2020		

OP \$190.00 5584857

Total Attachments: 4

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TRADEMARK ASSIGNMENT AGREEMENT

This Trademark Assignment Agreement (this “**Assignment**”), dated as of February 12, 2020 (the “**Effective Date**”), is made by One Savvy Life LLC, a California limited liability company (“**Assignor**”), in favor of Savvy Goods LLC, a Texas limited liability company (“**Assignee**”).

WHEREAS, Assignee is the purchaser of all of the assets of Assignor pursuant to that certain Asset Purchase Agreement dated as of November 15, 2019, First Amendment to Asset Purchase Agreement dated as of December 12, 2019, and Second Amendment to Asset Purchase Agreement dated as of January 14, 2020, as may be amended to date (collectively, the “**Purchase Agreement**”);

WHEREAS, pursuant to the Purchase Agreement, Assignor has conveyed, transferred and assigned to Assignee, among other assets, certain intellectual property of Assignor; and

WHEREAS, Assignor owns all of the rights, title and interest in and to the Trademark Assets (as defined herein), and, pursuant to the Purchase Agreement, has agreed to execute and deliver this Assignment, for recording with the United States Patent and Trademark Office and corresponding entities or agencies in any applicable jurisdiction (collectively, the “**Agencies**”).

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties hereto agree as follows:

1. Assignment. Assignor hereby irrevocably conveys, transfers and assigns to Assignee, and Assignee hereby accepts from Assignor and Assignor, all of Assignor’s and Assignor’s right, title and interest in and to the following:

a. all trademark registrations and trademark applications, including, without limitation, those set forth on Schedule I, attached hereto, and all issuances, extensions, and renewals thereof (collectively, the “**Trademark Assets**”), together with the goodwill of the business connected with the use of, and symbolized by, the Trademark Assets;

b. all rights of any kind whatsoever of Assignor accruing under any of the foregoing provided by applicable law of any jurisdiction, by international treaties and conventions, and otherwise throughout the world;

c. any and all royalties, fees, income, payments and other proceeds now or hereafter due or payable with respect to any and all of the foregoing; and

d. any and all claims and causes of action with respect to any of the foregoing, whether accruing before, on or after the Effective Date, including all rights to and claims for damages, restitution and injunctive and other legal and equitable relief for past, present and future infringement, dilution, misappropriation, violation, misuse, breach or default, with the right but no obligation to sue for such legal and equitable relief and to collect, or otherwise recover, any such damages.

2. Recordation and Further Actions. Assignor hereby authorizes the Commissioner for Trademarks in the United States Patent and Trademark Office and the officials of other Agencies to record and register this Assignment upon request by Assignee. Following the Effective Date, upon Assignee’s reasonable request, Assignor shall take such steps and actions, and provide such cooperation and assistance to Assignee and its successors, assigns and legal representatives, including the execution and delivery of any affidavits, declarations, oaths, exhibits, assignments, powers of attorney, or other documents, as may be reasonably necessary to effect, evidence or perfect the assignment of the Trademark Assets to Assignee, or any assignee or successor thereto.

TRADEMARK

3. Terms of the Purchase Agreement. The parties hereto acknowledge and agree that this Assignment is entered into pursuant to the Purchase Agreement, to which reference is made for a further statement of the rights and obligations of Assignor and Assignee with respect to the Trademark Assets. The representations, warranties, covenants, agreements and indemnities contained in the Purchase Agreement shall not be superseded hereby but shall remain in full force and effect to the full extent provided therein. In the event of any conflict or inconsistency between the terms of the Purchase Agreement and the terms of this Assignment, the terms of the Purchase Agreement shall govern and control.

4. Counterparts. This Assignment may be executed in counterparts, each of which shall be deemed an original, but all of which together shall be deemed one and the same agreement. A signed copy of this Assignment delivered by facsimile, e-mail or other means of electronic transmission shall be deemed to have the same legal effect as delivery of an original signed copy of this Assignment.

5. Successors and Assigns. This Assignment shall be binding upon and shall inure to the benefit of the parties hereto and their respective successors and assigns.

6. Governing Law. This Assignment and any claim, controversy, dispute or cause of action (whether in contract, tort or otherwise) based upon, arising out of or relating to this Assignment and the transactions contemplated hereby shall be governed by, and construed in accordance with, the laws of the State of California, United States of America, without giving effect to any choice or conflict of law provision or rule.

(Signature Page Follows)

TRADEMARK

IN WITNESS WHEREOF, the undersigned have duly executed and delivered this Assignment as of the Effective Date.

ASSIGNOR:

ONE SAVVY LIFE LLC,
a California limited liability company

Kellianne Fedio

By: _____
Kelliane Fedio, Manager

ASSIGNEE:

SAVVY GOODS LLC,
a Texas limited liability company

BSA

By: _____
Benjamin Scott Sweat, Manager

TRADEMARK

SCHEDULE 1

Trademark Assets

Mark	Agency	Registration Number	Registration Date
One Savvy Girl	United States Patent and Trademark Office	5584857	October 16, 2018
One Savvy Girl	United States Patent and Trademark Office	5403311	February 13, 2018
Savvy Glamping	United States Patent and Trademark Office	5348969	December 5, 2017
Savvy Ice	United States Patent and Trademark Office	4896435	February 2, 2016
Savvy Infusion	United States Patent and Trademark Office	4840257	October 27, 2015
Savvy Straws	United States Patent and Trademark Office	4896434	February 2, 2016

Application	Agency	Serial Number	Filing Date
One Savvy Life- unsuccessful	United States Patent and Trademark Office	86539462	February 19, 2015

Kellianne Fedio

