

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2


ETAS ID: TM567867

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Instafob LLC DBA Instafob		02/19/2020	Limited Liability Company: CALIFORNIA
RECEIVING PARTY DATA			
Name:	The Hillman Group, Inc.		
Street Address:	10590 Hamilton Avenue		
City:	Cincinnati		
State/Country:	OHIO		
Postal Code:	45231		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	88697183	INSTAFOB	
CORRESPONDENCE DATA			
Fax Number:	9374436635		
<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:	513-352-6719		
Email:	trademarks@thompsonhine.com		
Correspondent Name:	Michael J. Niberding		
Address Line 1:	10050 Innovation Drive, Suite 400		
Address Line 4:	Dayton, OHIO 45342-4934		
ATTORNEY DOCKET NUMBER:	091226-016US137e jmb		
NAME OF SUBMITTER:	Michael J. Niberding		
SIGNATURE:	/michael j nieberding/		
DATE SIGNED:	03/19/2020		
Total Attachments: 1			
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OP \$40.00 88697183

TRADEMARK ASSIGNMENT

WHEREAS, Instafob LLC DBA Instafob, a California limited liability company (hereinafter "Assignor"), is the owner of the following trademarks:

Trademark	U.S. App No.
INSTAFOB	N/A – Common Law
	88/697,183

WHEREAS, pursuant to that certain Asset Purchase Agreement dated February 19, 2020, The Hillman Group, Inc., a Delaware corporation (hereinafter "Assignee"), acquired the entire right, title and interest in and to said trademarks and applications therefor effective as of February 19, 2020 (the "Effective Date").

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration, Assignor hereby assigns to Assignee, as of the Effective Date, all right, title and interest in and to the trademarks and applications therefor throughout the world, together with the good will of the business symbolized by said trademarks and applications, and including the right to bring actions and recover damages for past, present and future infringement of the trademarks.

Instafob LLC DBA Instafob

By:


Name: Rodrigo Serzedello
Title: President