

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM600872

<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>
Judy Day		10/01/2020	INDIVIDUAL: UNITED STATES
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Bloved, Inc.		
<b>Street Address:</b>	2900 Maplethorpe Lane		
<b>City:</b>	Soquel		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	95073		
<b>Entity Type:</b>	Corporation: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 4</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	5110936	BLOVED	
<b>Registration Number:</b>	5754695	BLOVED	
<b>Registration Number:</b>	5754696	BLOVED	
<b>Registration Number:</b>	5965716	LOVESHIP	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	3126165700		
<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>	312-616-5600		
<b>Email:</b>	esosnicki@leydig.com		
<b>Correspondent Name:</b>	Anne E. Naffziger		
<b>Address Line 1:</b>	Two Prudential Plaza, 180 N. Stetson Ave		
<b>Address Line 2:</b>	Suite 4900		
<b>Address Line 4:</b>	Chicago, ILLINOIS 60601		
<b>ATTORNEY DOCKET NUMBER:</b>	513259		
<b>NAME OF SUBMITTER:</b>	Anne E. Naffziger		
<b>SIGNATURE:</b>	/Anne E. Naffziger/		
<b>DATE SIGNED:</b>	10/02/2020		
<b>Total Attachments: 1</b>			

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ASSIGNMENT OF TRADEMARK REGISTRATION

WHEREAS, Judy Day (Assignor), an individual, located at 2900 Maplethorpe Lane, Soquel, CA 95073, is the owner of the following trademark registrations in the United States

Patent and Trademark Office:


<u>Mark</u>	<u>Registration No.</u>	<u>Date of Registration</u>
BLOVED	5110936	December 27, 2016
BLOVED	5754695	May 21, 2019
BLOVED	5754696	May 21, 2019
LOVESHIP	5965716	January 21, 2020

WHEREAS, Bloved, Inc (Assignee), a California corporation, having a place of business at 2900 Maplethorpe Lane, Soquel, CA 95073, is desirous of acquiring said mark.

Now, therefore, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee, and its successors in interest, all right, title and interest in and to said mark, together with the goodwill thereto, and including all common-law and other rights in said mark, all claims, demands and causes for action, both at law and in equity, that Assignor may have, or may hereinafter acquire, on account of any infringement of said mark prior to the date hereof, and does hereby empower Assignee, and its successors in interest, to sue for and collect the same, to its and their own and absolute use.

IN WITNESS WHEREOF, the undersigned, being duly authorized and acting on behalf of Assignor, does hereby execute this assignment to take effect on the date of signature below.

BY: JUDY DAY

  
Date: 10/1/20

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