

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM605421

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
L-7 Designs, Inc.		10/20/2020	Corporation: TEXAS
RECEIVING PARTY DATA			
Name:	Smarts and Crafts, LLC		
Street Address:	7 Jericho Lane		
City:	Santa Fe		
State/Country:	NEW MEXICO		
Postal Code:	87505		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	88725402	SMARTS AND CRAFTS	
Serial Number:	90159811	SMARTS AND CRAFTS	
CORRESPONDENCE DATA			
Fax Number:	2128716113		
<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:	8605520770		
Email:	dara@onofriolaw.com		
Correspondent Name:	Dara L. Onofrio, Esq		
Address Line 1:	24 West Main Street		
Address Line 2:	Suite 329		
Address Line 4:	Clinton, CONNECTICUT 06413		
NAME OF SUBMITTER:	Dara L. Onofrio		
SIGNATURE:	/Dara L. Onofrio/		
DATE SIGNED:	10/28/2020		
Total Attachments: 3			
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OP \$65.00 88725402

TRADEMARK ASSIGNMENT

WHEREAS, L-7 DESIGNS, INC., a Texas corporation, with an address at 2120 Cross Creek Drive, Dallas, Texas, 75243 (hereinafter the "**ASSIGNOR**"), is the owner of all right, title and interest in and to certain trademarks, including the application for registration thereof and the common law rights pertaining thereto (hereinafter the "**MARKS**"), identified in Schedule A hereto, and incorporated herein by reference, and is the owner of the goodwill of the business symbolized by the **MARKS** and connected with the use thereof; and

WHEREAS, SMARTS AND CRAFTS LLC a Delaware corporation with a business address at 7 Jericho Lane, Santa Fe, New Mexico 87505 (hereinafter "**ASSIGNEE**"), is desirous of acquiring all of **ASSIGNOR'S** right, title and interest in and to the **MARKS**, together with the application therefore and the goodwill of the business symbolized thereby;

NOW, THEREFORE, in consideration of the foregoing premises and the mutual promises set forth herein, and for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties hereto agree as follows:

1. **ASSIGNOR** hereby does assign, transfer and convey, effective as of the date hereof, to **ASSIGNEE**, its successors, legal representatives and assigns, all of **ASSIGNOR'S** right, title, and interest in and to the **MARKS** (including, without limitation, the trademark applications and all applications for registration of the **MARKS** in all jurisdictions), together with the goodwill of that portion of **ASSIGNOR'S** business symbolized thereby, including without limitation, the right to petition, sue or otherwise seek and recover damages, profits and any other remedy (monetary, injunctive, declaratory or other), for any past, present or future infringement, dilution, conversion or misappropriation of, or other injury, offense, violation, breach of duty or wrong relating to the **MARKS**.
2. **ASSIGNOR** agrees that it will execute and deliver, or cause to be executed and delivered, to **ASSIGNEE** or **ASSIGNEE'S** legal representatives, any other or additional assignments, powers and other appropriate documentation, and take all additional actions, necessary to effectuate, validate and enable the recordation of, the Assignment of the **MARKS** to **ASSIGNEE** with the appropriate agencies and offices of all jurisdictions in which the **MARKS** is or may be registered or in which applications for registration of the **MARKS** are pending, under the relevant laws of all the jurisdictions, within a reasonable time of execution hereof.

IN WITNESS WHEREOF, the undersigned has executed this Assignment as of this 20th day of October, 2020.

By: *Linda Oldham*

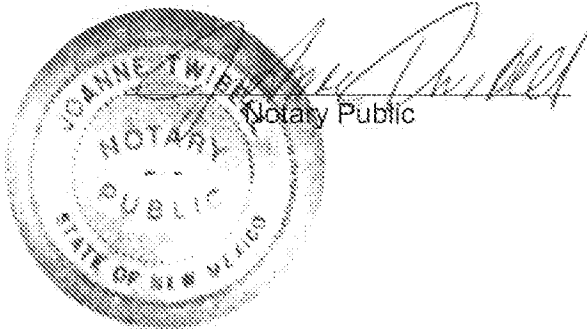
Name: Linda Oldham

Title: President of L-7 Designs Inc.

SEAL

State of New Mexico)
County of Santa Fe) ss

On this 20th day of October, 2020, before me personally appeared Linda Oldham to me personally known, who being duly sworn, did say that she is the President of L-7 Designs, Inc., the Applicant and Owner of the Marks, and that said individual acknowledged said instrument to be her free act and deed.



SCHEDULE A

U.S. TRADEMARK APPLICATIONS

MARK	Serial No.	CLASSES
SMARTS AND CRAFTS	88/725,402	2,14,16,18,21,26,27
SMARTS AND CRAFTS	90/159,811	20,41