

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM600893

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Proven Winners North America LLC		10/02/2020	Limited Liability Company: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Spring Meadow Nursery, Inc.		
Street Address:	12601 120th Avenue		
City:	Grand Haven		
State/Country:	MICHIGAN		
Postal Code:	49417		
Entity Type:	Corporation: MICHIGAN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3850802	SIMPLY SCENTSATIONAL	
CORRESPONDENCE DATA			
Fax Number:			
<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:	(616) 752-2469		
Email:	trademarks@wnj.com		
Correspondent Name:	Warner Norcross + Judd LLP		
Address Line 1:	150 Ottawa Ave NW		
Address Line 2:	1500 Warner Building		
Address Line 4:	Grand Rapids, MICHIGAN 49503		
NAME OF SUBMITTER:	James L. Scott		
SIGNATURE:	/JS/		
DATE SIGNED:	10/02/2020		
Total Attachments: 1			
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OP \$40.00 3850802

TRADEMARK ASSIGNMENT

This Trademark Assignment (“**Assignment**”) is made as of September 30, 2020, by and between Proven Winners North America LLC (“**Assignor**”), a California limited liability company located at 45 North First Street, Suite B, Campbell, California 95008, and Spring Meadow Nursery, Inc. (“**Assignee**”), a Michigan corporation located at 12601 120th Avenue, Grand Haven, Michigan 49417.

Assignor is the owner of the mark SIMPLY SCENTSATIONAL (the “**Mark**”), together with United States Trademark Registration No. 3850802.

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby irrevocably conveys, transfers, and assigns to Assignee, and Assignee hereby accepts, all rights, title and interest in and to (i) the Mark, including all common-law rights therein or related thereto, the associated federal trademark registration 3850802, and the goodwill of the business symbolized thereby, together with (ii) the right to apply for and obtain registrations and renewals for the foregoing, and (iii) the right to bring any action, claim or proceeding for the infringement, dilution or unauthorized use of any of the foregoing accruing or occurring at any time prior to, on or after the date first set forth above and to retain all monies and proceeds therefrom.

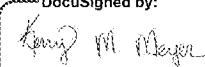
This Assignment shall bind and shall inure to the benefit of the respective parties and their assigns, transferees, and successors.

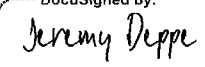
Assignor:

Assignee:

Proven Winners North America LLC

Spring Meadow Nursery, Inc.

DocuSigned by:
By: 
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DocuSigned by:
By: 
-----67461F8A49C04BD...

Name: Kerry Meyer

Name: Jeremy Deppe

Title: Program Director

Title: General Manager

Date: 10/2/2020

Date: 10/1/2020