

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM610146

SUBMISSION TYPE:	RESUBMISSION		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
RESUBMIT DOCUMENT ID:	900577499		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Blue Ridge Product Solutions, LLC		10/30/2020	Limited Liability Company: VIRGINIA
RECEIVING PARTY DATA			
Name:	Equipt4 LLC		
Street Address:	209 Rodney Street		
City:	Rehoboth Beach		
State/Country:	DELAWARE		
Postal Code:	19971		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	6163604	PRIMROSE PET CO	
CORRESPONDENCE DATA			
Fax Number:	3012731020		
<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:	3018418050		
Email:	oliver@edwardslaw.pro		
Correspondent Name:	Oliver Edwards		
Address Line 1:	9919 Rogart Rd		
Address Line 4:	Silver Spring, MARYLAND 20901		
ATTORNEY DOCKET NUMBER:	E099-T120		
NAME OF SUBMITTER:	Oliver Edwards		
SIGNATURE:	/Oliver Edwards/		
DATE SIGNED:	11/20/2020		
Total Attachments: 1			
source=PRIMROSE PET CO trademark assignment E099-T120-executed#page1.tif			

ASSIGNMENT OF TRADEMARK

For valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Blue Ridge Product Solutions, LLC, a Virginia limited liability company with a current address of 1905 Huguenot Rd Ste 203, North Chesterfield, VA, 23235-4312 ("Assignor"), hereby assigns, and agrees to assign, to Equipt4 LLC, a Delaware limited liability company with a current address of 209 Rodney Street, Rehoboth Beach, DE 19971 ("Assignee"), all right, title and interest in and to the trademark PRIMROSE PET CO, including the federal registration, Registration No. 6,163,604, issued by the United States Patent and Trademark Office (the "USPTO") on September 29, 2020, and all rights and goodwill associated therewith (the "Assigned Mark"). To whatever extent that Assignor owns or holds any rights to use the Assigned Mark, or any variation or colorable imitation thereof, as a trade name, trademark, service mark, domain name, Internet address, social media identifier, marketplace brand registry brand, or otherwise, Assignor assigns all such rights, whether under contract or license or otherwise, to Assignee.


Assignor further agrees to execute such additional documents and provide such further assistance as Assignee may reasonably request to effectuate and perfect this assignment and to otherwise register and secure in Assignee's name the Assigned Mark. Upon request by Assignee, Assignor shall promptly deliver, or arrange for the delivery of, all documents and instruments relating to the Assigned Mark, including without limitation all files relating to the prosecution of the application for registration before the USPTO, to Assignee.

This assignment may be assigned and acknowledged in separate counterparts or duplicate originals, both of which shall be regarded as one and the same instrument, and which shall be the official and governing version in the interpretation of this Agreement. This Agreement may be executed by facsimile signatures or other electronic means and such signatures shall be deemed to bind each party as if they were original signatures.

This assignment shall be effective as of October 30, 2020.

ASSIGNOR:

Blue Ridge Product Solutions, LLC


James Addison (Oct 30, 2020 10:52 EST)

James Addison, authorized member.

ASSIGNEE:

Equipt4 LLC


Holly Scanlan (Oct 30, 2020 10:58 EST)

Holly Scanlan, authorized member.