

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM625484

<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>
222394536 Delaware, LLC		02/09/2021	Limited Liability Company: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Gateway US Holdings, Inc.		
<b>Street Address:</b>	2 Daniels Way		
<b>City:</b>	Cranston		
<b>State/Country:</b>	RHODE ISLAND		
<b>Postal Code:</b>	02921		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2414131	A SENSITIVE ALTERNATIVE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	5132416234		
<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>	5132412324`		
<b>Email:</b>	ksmith@whe-law.com		
<b>Correspondent Name:</b>	Kathryn E. Smith, Wood Herron & Evans		
<b>Address Line 1:</b>	441 Vine Street		
<b>Address Line 2:</b>	2700 Carew Tower		
<b>Address Line 4:</b>	Cincinnati, OHIO 45202		
<b>NAME OF SUBMITTER:</b>	Kathryn E. Smith		
<b>SIGNATURE:</b>	/Kathryn E. Smith/		
<b>DATE SIGNED:</b>	02/09/2021		
<b>Total Attachments: 3</b>			
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OP \$40.00 2414131

## TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT is entered into as of this 9 day of February, 2021, by and between **222394536 Delaware, LLC**, a Delaware limited liability company with a business address of 2711 Centerville Road, Suite 400, Wilmington, Delaware 19808 ("Assignor"), and **Gateway US Holdings, Inc.** a Delaware corporation with a business address of 2 Daniels Way, Cranston, Rhode Island 0292 ("Assignee").

WHEREAS, Assignor has adopted, used, and is the owner of the trademark **A SENSITIVE ALTERNATIVE**, as well as the corresponding federal registration for the mark, U.S. Trademark Registration No. 2414131 detailed in the attachment hereto marked **Exhibit A**, and the goodwill of the business symbolized by the trademark and registration (hereinafter collectively referred to as the "Trademark"); and

WHEREAS, Assignee is desirous of acquiring said Trademark, all rights therein, and any and all goodwill associated therewith.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby assign and transfer to Assignee the entire right, title, and interest in and to the Trademark, together with the goodwill of the business symbolized by the Trademark, and the registration and renewals thereof, and any and all other rights which Assignor has enjoyed thereunder in the United States, including any and all rights of recovery based on past infringement of the Trademark and/or registration, the same to be held and enjoyed by Assignee, its successors and assigns, to the full end of the term for which the Trademark is registered, and any renewals of the terms thereof.

This Assignment shall be binding upon the successors, assignees and other legal representatives of **222394536 Delaware, LLC** as Assignor, and shall inure to the benefit of the successors, assigns, and other legal representatives of **Gateway US Holdings, Inc.** as Assignee.

IN WITNESS WHEREOF, the parties have executed this Assignment as of the date first written above, on which date this Assignment shall be deemed effective.

**222394536 Delaware, LLC**

By:   
\_\_\_\_\_  
Pete Vincett, CCO.

Agreed to and Accepted By:

**Gateway US Holdings, Inc.**

By:   
\_\_\_\_\_  
Pete Vincett, Chief Commercial Officer

EXHIBIT A

- 1) U.S. Trademark Registration No. 2,414,131  
Mark: A SENSITIVE ALTERNATIVE  
Registered for: Pet cremation services, in International Class 42  
Issued: December 19, 2000  
Section 8&15 Affidavit – Accepted & Acknowledged: 2006  
Section 8&9 Renewal Affidavit – Accepted & Acknowledged: 2010