

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM627460

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Envirocon Technologies Investments, LLC		10/23/2020	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	H-E-B, LP		
Street Address:	646 South Flores		
City:	San Antonio		
State/Country:	TEXAS		
Postal Code:	78204		
Entity Type:	Limited Partnership: TEXAS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	5703932	TRU GRIT	
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:	(512) 322-5200		
Email:	tmcentral@pirkeybarber.com		
Correspondent Name:	Sherri L. Eastley		
Address Line 1:	1801 East 6th Street, Suite 300		
Address Line 4:	Austin, TEXAS 78702		
ATTORNEY DOCKET NUMBER:	HEBG1019US		
NAME OF SUBMITTER:	Kimberlie Cilino		
SIGNATURE:	/kac/		
DATE SIGNED:	02/22/2021		
Total Attachments: 1			
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Trademark Assignment

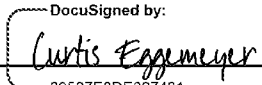
WHEREAS, Envirocon Technologies Investments, LLC ("Assignor") is the owner of the mark TRU GRIT (the "TRU GRIT Mark") and the U.S. Trademark Registration (the "Registration") listed below; and

TM/AN/RN/ Disclaimer	Status/Key Dates	Full Goods/Services
TRU GRIT RN: 5703932 SN: 87397677	Registered, March 19, 2019 Int'l Class: 03,05 First Use: September, 2017 Filed: April 4, 2017	(Int'l Class: 03) Household cleaning products, namely, all- purpose cleaners, tub and tile cleaners, foaming cleaning preparations, toilet cleaners in the nature of toilet bowl detergents, kitchen cleaning products, namely, surface cleaners (Int'l Class: 05) Household cleaning products, namely, disposable disinfectant wipes impregnated with disinfecting chemicals or compounds therefor; bathroom cleaning products, namely, antimicrobial preparations for inhibiting mold and mildew

WHEREAS, H-E-B, LP (hereinafter "Assignee") is desirous of acquiring all right, title and interest in and to the TRU GRIT Mark and the Registration, along with the goodwill associated with the TRU GRIT Mark;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee, its successors and assigns, all of Assignor's right, title and interest in and to the TRU GRIT Mark, the Registration, and Assignor's common law rights in and to the TRU GRIT Mark, together with the goodwill of the business associated with the TRU GRIT Mark and any and all claims and causes of action with respect to the TRU GRIT Mark, whether accruing before, on, or after the date of this Agreement, including all rights to and claims for damages, restitution, and injunctive and other legal and equitable relief for past, present, and future infringement, dilution, misappropriation, violation, misuse, breach, or default, with the right but no obligation to sue for such legal and equitable relief and to collect, or otherwise recover, any such damages.

Assignor: Envirocon Technologies Investments, LLC

DocuSigned by:

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 Curtis Eggemeyer, CEO

10/23/2020

 Date