

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM628738

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
4283929 Delaware, LLC		02/24/2021	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	Gateway US Holdings, Inc.		
Street Address:	2 Daniels Way		
City:	Cranston		
State/Country:	RHODE ISLAND		
Postal Code:	02921		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Registration Number:	4678155	TRULY PRIVATE PET CREMATION	
Registration Number:	4338557		
Registration Number:	4962612	FOND MEMORIES PET CEMETERY & CREMATORIUM	
Registration Number:	4962615	BEFORE HEAVEN, THERE'S FOND MEMORIES	
Registration Number:	5300473	FOND MEMORIES PET CEMETERY & CREMATORIUM	
Registration Number:	5644011		
CORRESPONDENCE DATA			
Fax Number:	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>			
Phone:	513-241-2324		
Email:	ksmith@whe-law.com		
Correspondent Name:	Kathryn E. Smith, Wood Herron & Evans		
Address Line 1:	441 Vine Street		
Address Line 2:	2700 Carew Tower		
Address Line 4:	Cincinnati, OHIO 45202		
NAME OF SUBMITTER:	/Kathryn E. Smith/		
SIGNATURE:	/Kathryn E. Smith/		
DATE SIGNED:	02/27/2021		

CH \$165.00 4678155

Total Attachments: 3

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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT is entered into as of this 24 day of February, 2021, by and between **4283929 Delaware, LLC**, a Delaware limited liability company with a business address of 2 Daniels Way, Cranston, Rhode Island 02921 (“Assignor”), and **Gateway US Holdings, Inc.**, a Delaware corporation with a business address of 2 Daniels Way, Cranston, Rhode Island 02921 (“Assignee”).

WHEREAS, Assignor has adopted, used, and is the owner of the trademarks and corresponding federal registrations for the marks detailed in the attachment hereto marked **Exhibit A**, and the goodwill of the business symbolized by the trademarks and registrations (hereinafter collectively referred to as the “Trademarks”); and

WHEREAS, Assignee is desirous of acquiring said Trademarks, 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 Trademarks, together with the goodwill of the business symbolized by the Trademarks, and the registrations 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 Trademarks and/or registrations, the same to be held and enjoyed by Assignee, its successors and assigns, to the full end of the term for which the Trademarks are registered, and any renewals of the terms thereof.

This Assignment shall be binding upon the successors, assigns, and other legal representatives of **4283929 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.

4283929 DELAWARE, LLC

By: *Pete Vincett*
Pete Vincett, Chief Commercial Officer

Agreed to and Accepted By:

Gateway US Holdings, Inc.

By: *Pete Vincett*
Pete Vincett, Chief Commercial Officer

EXHIBIT A

- 1) U.S. Trademark Registration No. 4,678,155
Mark: TRULY PRIVATE PET CREMATION
Registered for: Cremation services; Pet funeral services accompanying cremation
Issued: January 27, 2015

- 2) U.S. Trademark Registration No. 4,338,557
Mark: Paw Print Design Mark
Registered for: Urns
Issued: May 21, 2013
Section 8&15 Affidavit – Accepted & Acknowledged: 2018

- 3) U.S. Trademark Registration No. 4,962,612
Mark: FOND MEMORIES PET CEMETERY & CREMATORIUM
Registered for: Pet cremation services; Pet funeral services accompanying cremation
Issued: May 24, 2016

- 4) U.S. Trademark Registration No. 4,962,615
Mark: BEFORE HEAVEN, THERE'S FOND MEMORIES
Registered for: Pet cremation services; Pet funeral services accompanying cremation
Issued: May 24, 2016

- 5) U.S. Trademark Registration No. 5,300,473
Mark: FOND MEMORIES PET CEMETERY & CREMATORIUM (and Design)
Registered for: Pet cremation services; Pet funeral ceremony services accompanying cremation
Issued: October 3, 2017

- 6) U.S. Trademark Registration No. 5,644,011
Mark: Paw Print Design Mark
Registered for: On-line retail store services featuring pet keepsakes and other pet end-of-life products; Retail pet stores
Issued: January 1, 2019