

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM631286

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| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Peoria Foods, LLC | | 12/11/2020 | Limited Liability Company: GEORGIA |
| RECEIVING PARTY DATA | | | |
| Name: | Russell McCall's, Inc. | | |
| Street Address: | 917 Adair Street | | |
| City: | Atlanta | | |
| State/Country: | GEORGIA | | |
| Postal Code: | 30306 | | |
| Entity Type: | Corporation: GEORGIA | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 4273069 | PRIMIZIE | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 4049626588 | | |
| <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: | 404-885-3330 | | |
| Email: | trademarks@troutman.com | | |
| Correspondent Name: | Michael D. Hobbs, Jr., Esq. | | |
| Address Line 1: | 600 PEACHTREE STREET, NE, SUITE 3000 | | |
| Address Line 4: | Atlanta, GEORGIA 30308 | | |
| ATTORNEY DOCKET NUMBER: | 014259.01 | | |
| NAME OF SUBMITTER: | Michael D. Hobbs, Jr. | | |
| SIGNATURE: | /Michael D. Hobbs Jr./ | | |
| DATE SIGNED: | 03/11/2021 | | |
| Total Attachments: 1 source=Scan#page1.tif | | | |

CH \$40.00 4273069

TRADEMARK ASSIGNMENT

This trademark assignment (the "**Trademark Assignment**") is made by Peoria Foods, LLC ("**Assignor**"), a Georgia limited liability company, located at 917 Adair Street, Atlanta GA 30306, in favor of Russell McCall's, Inc. ("**Assignee**"), a Georgia corporation, located at 917 Adair Street, Atlanta, GA 30306, effective as of December 11, 2020 (the "**Effective Date**") the assignee of the mark PRIMIZIE which is the subject of U.S. Registration No. 4273069 (the "**Trademark**").

NOW THEREFORE, Assignor agrees as follows:

1. Assignment. For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby irrevocably conveys, transfers and assigns to Assignee all of Assignor's right, title and interest in and to the Trademark, the trademark registration thereof, together with the goodwill connected with the use of and symbolized thereby and all issuances, extensions and renewals thereof.

IN WITNESS WHEREOF, Assignor has duly executed and delivered this Trademark Assignment as of the Effective Date.

PEORIA-FOODS, LLC

By: 

Name: Douglas Jay

Title: CEO