

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM631763

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
FHA Enterprises, LLC d/b/a Florida Salt Scrubs		01/19/2021	Limited Liability Company: FLORIDA
RECEIVING PARTY DATA			
Name:	Southeast Holdings, Corp.		
Street Address:	21635 Frontenac Court		
City:	Boca Raton		
State/Country:	FLORIDA		
Postal Code:	33433		
Entity Type:	Corporation: FLORIDA		
PROPERTY NUMBERS Total: 13			
Property Type	Number	Word Mark	
Registration Number:	5972283	FLORIDA CRUISER	
Registration Number:	5952727	FLORIDA SALT SCRUBS	
Registration Number:	5298599	FLORIDA SALT SCRUBS	
Registration Number:	5425069	FORMULATED FOR THE FLORIDA SUN	
Registration Number:	5425068	FLORIDA GROWN	
Registration Number:	5408695	FLORIDA SNOWBIRD	
Registration Number:	5122428	SALT NATION PREMIUM	
Registration Number:	4983268	FLORIDA KISS	
Registration Number:	5001897	SALT NATION PREMIUM	
Registration Number:	4851401	FLORIDA GLOW	
Registration Number:	4854831	THE FLORIDA KEYS IN A JAR	
Registration Number:	4759254	FLORIDA IN A JAR	
Registration Number:	4344489	FLORIDA SALT SCRUBS	
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:	9547634242		
Email:	aflanigan@wsh-law.com		
TRADEMARK			

Correspondent Name: Anne R. Flanigan
Address Line 1: 200 E. Broward Blvd., Suite 1900
Address Line 4: Fort Lauderdale, FLORIDA 33301

NAME OF SUBMITTER: Anne R. Flanigan

SIGNATURE: /Anne R Flanigan/

DATE SIGNED: 03/13/2021

Total Attachments: 4

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TRADEMARK ASSIGNMENT AGREEMENT

This ASSIGNMENT AGREEMENT ("Agreement") is entered into as of the 19 day of January, 2021, by and between FHS ENTERPRISES, LLC, d/b/a FLORIDA SALT SCRUBS, a Florida limited liability company (the "Assignor") and SOUTHEAST HOLDINGS, CORP., a Florida corporation (the "Assignee").

WHEREAS, Assignor is the sole and exclusive owner of the entire right, title and interest in, to and under the United States trademark registrations listed in Exhibit "A," attached hereto, including any common law trademark rights therefor (the "Marks"); and

WHEREAS, Assignor and Assignee are parties to that certain Asset Purchase Agreement dated as of December 15, 2020 as subsequently amended (the "Asset Purchase Agreement"); and

WHEREAS, pursuant to the Asset Purchase Agreement, Assignor desires and intends to transfer and assign to Assignee the Marks;

NOW, THEREFORE, for good and valuable consideration paid by Assignee to Assignor, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby sell, assign, transfer and set over to Assignee, Assignor's entire right, title and interest in and to the Marks, together with the goodwill of the Marks, for the United States and for all foreign countries, including any renewals or extensions thereof that are or may be secured under the laws of the United States or foreign countries now or hereafter in effect and including the subject matter of all claims which may be obtained therefrom for its own use and enjoyment, and for the use and enjoyment of its successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment and sale had not been made; together with all income, royalties or payments due or payable as of the effective date of this Assignment or thereafter, including all claims for damages by reason of past, present or future infringement or other unauthorized use, with the right to sue for, and collect the same for its own use and enjoyment, and for the use and enjoyment of its successors, assigns, or other legal representatives.

This Agreement shall be construed and interpreted according to the laws of the State of Florida, without regard to the conflict of laws and rules of such state. The parties irrevocably and unconditionally (a) agree that any suit, action or legal proceeding arising out of or relating to this Agreement shall be brought exclusively in the courts of record of the State of Florida in Broward County or the court of the United States, Southern District of Florida; (b) consent to the jurisdiction of such court in any suit, action or proceeding; (c) waive any objection which it may have to the laying of the venue of any such suit, action or proceeding in any of such court; and (d) agree that service of any court paper may be effected on such party by mail, as provided in this Agreement, or in such other manner as may be provided under applicable laws of court rules in such state.

IN WITNESS WHEREOF, the parties hereto have executed this Assignment and Assumption Agreement as of this 19 day of January, 2021

Witness:

Kremena Cochran

Name: Kremena Cochran

FHS Enterprises LLC, d/b/a Florida Salt Scrubs, a Florida limited liability company

By: 

Witness:

Name: _____

SOUTHEAST HOLDINGS, CORP., a Florida corporation

By: _____

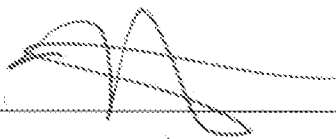
Witness:

Name: _____

FHS Enterprises, LLC, d/b/a Florida Salt Scrubs, a Florida limited liability company

By: _____

Witness:



Name: None SO/W

SOUTHEAST HOLDINGS, CORP., a Florida corporation

By:  _____

EXHIBIT "A"

Serial Number	Registration Number	Word Mark
88508176	5972283	FLORIDA CRUISER
87898169	5952727	FLORIDA SALT SCRUBS
87431350	5298599	FLORIDA SALT SCRUBS
87426892	5425069	FORMULATED FOR THE FLORIDA SUN
87426875	5425068	FLORIDA GROWN
87281137	5408695	FLORIDA SNOWBIRD
87035980	5122428	SALT NATION PREMIUM
86812448	4983268	FLORIDA KISS
86771896	5001897	SALT NATION PREMIUM
86644248	4851401	FLORIDA GLOW
86581619	4854831	THE FLORIDA KEYS IN A JAR
86415041	4759254	FLORIDA IN A JAR
85755074	4344489	FLORIDA SALT SCRUBS