

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM632875

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Sarid Shefet		03/17/2021	INDIVIDUAL:
RECEIVING PARTY DATA			
Name:	Improved Nature, LLC		
Street Address:	101 Vandora Springs Road		
City:	Garner		
State/Country:	NORTH CAROLINA		
Postal Code:	27529		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	4729152	PRIMEPROTEX	
Registration Number:	4733150	SOY MUCH BETTER	
CORRESPONDENCE DATA			
Fax Number:	6508152601		
<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:	6508152600		
Email:	svtmdocketing@sheppardmullin.com		
Correspondent Name:	Chelseaa Bush c/o Sheppard Mullin et al		
Address Line 1:	379 Lytton Avenue		
Address Line 4:	Palo Alto, CALIFORNIA 94301		
ATTORNEY DOCKET NUMBER:	77AZ-330363		
NAME OF SUBMITTER:	Chelseaa Bush		
SIGNATURE:	/ChelseaaBush/		
DATE SIGNED:	03/18/2021		
Total Attachments: 2			
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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT ("Assignment") is made by and between Sarid Shefet, a U.S. individual, having an address at 200 Longbridge Dr., Cary, North Carolina 27518 ("Assignor"), and Improved Nature, LLC, a Delaware limited liability company, having an address at 101 Vandora Springs Road, Garner, North Carolina 27529 ("Assignee").

WHEREAS, Assignor is the owner of the trademarks and associated United States trademark registrations listed in Exhibit A (the "Assignor Trademarks"); and

WHEREAS, Assignee is desirous of acquiring the Assignor Trademarks thereof as successor-in-interest to the business pertaining to the Assignor Trademarks.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby transfer and assign to Assignee all of its right, title, and interest in and to the Assignor Trademarks, together with the goodwill of the business symbolized by the Assignor Trademarks, including the right to recover for damages and profits for past infringements of the Assignor Trademarks.

SARID SHEFET

By: 

Title: Individual

Date: 3/17, 2021

EXHIBIT A

MARK	COUNTRY	FILING DATE	REGISTRATION NO	STATUS
PRIMEPROTEX	U.S.A.	May 27, 2014	4729152	Registered
SOY MUCH BETTER	U.S.A.	May 27, 2014	4733150	Registered