

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM643809

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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 |
| Victorian Heart Company, Inc. DBA VHC Brands | | 04/26/2021 | Corporation: MISSOURI |
| RECEIVING PARTY DATA | | | |
| Name: | Heirloom Gift Bazaar, LLC | | |
| Doing Business As: | The Bitloom Co. | | |
| Street Address: | 137 Danbury Road | | |
| City: | New Milford | | |
| State/Country: | CONNECTICUT | | |
| Postal Code: | 06776 | | |
| Entity Type: | Limited Liability Company: CONNECTICUT | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 5043651 | BELLA TAYLOR | |
| 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: | 2036590388 | | |
| Email: | ptomail@gziplaw.com | | |
| Correspondent Name: | Joseph V. Gamberdell, Jr. | | |
| Address Line 1: | 55 Greens Farms Road | | |
| Address Line 2: | Ziegler IP Law Group | | |
| Address Line 4: | Westport, CONNECTICUT 06880 | | |
| NAME OF SUBMITTER: | Joseph V. Gamberdell, Jr. | | |
| SIGNATURE: | /jvg44695/ | | |
| DATE SIGNED: | 05/03/2021 | | |
| Total Attachments: 6 | | | |
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TRADEMARK ASSIGNMENT

This Trademark Assignment is entered into by and between Victorian Heart Company, Inc. DBA VHC Brands, a Missouri corporation (hereinafter "ASSIGNOR"), and Heirloom Gift Bazaar, LLC DBA THE BITLOOM CO., a Connecticut limited liability company (hereinafter "ASSIGNEE").

WHEREAS, ASSIGNOR registered the following trademarks with the United States Patent and Trademark Office:

A. Bella Taylor Home, Registration Number 4,841,490, registered on October 27, 2015, a copy of which is attached hereto as Exhibit A.

B. Bella Taylor, Registration Number 5,043,651, registered on September 20, 2016, a copy of which is attached hereto as Exhibit B.

(hereinafter, jointly, "TRADEMARKS").

WHEREAS, ASSIGNOR desires to assign to ASSIGNEE, and ASSIGNEE desires to assume all of ASSIGNOR's rights and obligations under the TRADEMARKS.

NOW THEREFORE, in consideration of the mutual covenants contained herein and other valuable consideration received, the parties agree as follows:

1. ASSIGNOR hereby conveys, transfers, and assigns the TRADEMARKS and all of its right, title, and interest, together with the goodwill of the business relating to the products and services on which the TRADEMARKS are used and for which they are registered, thereunder to ASSIGNEE. ASSIGNEE hereby accepts the assignment. ASSIGNEE shall have all of the rights of ASSIGNOR under the TRADEMARKS.

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KK 4/26/21
RT TRADEMARK 4/27/21


2. ASSIGNEE hereby assumes and agrees to be bound by all of ASSIGNOR's obligations under the TRADEMARKS. ASSIGNEE hereby agrees to hold ASSIGNOR harmless for any and all liabilities as a result of the TRADEMARKS and the obligations thereof.

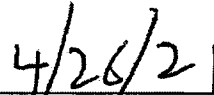
3. This Assignment shall be binding upon and shall inure to the benefit of the parties and their respective heirs, legal representatives, successors, and assigns.

IN WITNESS WHEREOF, this Trademark Assignment is executed under seal on


_____, 2021.

VICTORIAN HEART COMPANY, INC. DBA VHC Brands


By: Kenneth Kline


Date

HEIRLOOM GIFT BAZAAR, LLC DBA THE BITLOOM CO.


By: Rich Tesoriero

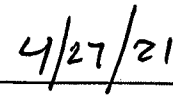

Date

EXHIBIT A

United States of America

United States Patent and Trademark Office

Bella Taylor Home

Reg. No. 4,841,490

Registered Oct. 27, 2015

Int. Cl.: 24

TRADEMARK

PRINCIPAL REGISTER

VICTORIAN HEART COMPANY, INC. (MISSOURI CORPORATION)
6010 HWY 76
KIRBYVILLE, MO 65679

FOR: BABY BEDDING, NAMELY, BUNDLE BAGS, SWADDLING BLANKETS, CRIB BUMPERS, FITTED CRIB SHEETS, CRIB SKIRTS, CRIB BLANKETS, AND DIAPER CHANGING PAD COVERS NOT OF PAPER; BED AND TABLE LINEN; BED AND TABLE LINEN, WALL HANGINGS OF TEXTILE; BED BLANKETS; BED LINEN; BED LINEN AND TABLE LINEN; BED SHEETS; BED SKIRTS; BED SPREADS; BED THROWS; CHILDREN'S BED SHEETS, PILLOW CASES, AND BLANKETS; FABRIC BED VALANCES; FITTED BED SHEETS; FLAT BED SHEETS; PILLOW CASES; PILLOW COVERS; PILLOW SHAMS; PILLOWCASES; QUILT COVERS; QUILTS; QUILTS OF TEXTILE; TABLE AND BED LINEN, IN CLASS 24 (U.S. CLS. 42 AND 50).

FIRST USE 1-1-2015; IN COMMERCE 1-1-2015.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "HOME", APART FROM THE MARK AS SHOWN.

THE NAME(S), PORTRAIT(S), AND/OR SIGNATURE(S) SHOWN IN THE MARK DOES NOT IDENTIFY A PARTICULAR LIVING INDIVIDUAL.

SER. NO. 86-611,086, FILED 4-27-2015.

LOURDES AYALA, EXAMINING ATTORNEY



Michelle K. Lee
Director of the United States
Patent and Trademark Office

PK 2/5/21

RT 2/11/21

TRADEMARK
REEL: 007277 FRAME: 0493

United States of America

United States Patent and Trademark Office

Bella Taylor

Reg. No. 5,043,651

Registered Sep. 20, 2016

Int. Cl.: 18, 22

Trademark

Principal Register

Victorian Heart Company, Inc. (MISSOURI CORPORATION)
6010 Hwy 76
Kirbyville, MO 65679

CLASS 18: Backpacks, book bags, sports bags, bum bags, wallets and handbags; Card wallets; Change purses; Clutch bags; Clutch purses; Clutches; Coin holders in the nature of wallets; Coin purses; Coin purses not made of precious metal; Coin purses, not of precious metals; Dolly bags; Evening handbags; Fashion handbags; Handbags; Handbags for ladies; Handbags, purses and wallets; Hobo bags; Leather bags and wallets; Leather bags, suitcases and wallets; Leather credit card wallets; Leather handbags; Leather purses; Messenger bags; Military duffle bags, garment bags for travel, tote bags, shoulder bags and backpacks; Minaudieres in the nature of small clutch purses; Multi-purpose purses; Pochettes; Pocket wallets; Purses; Purses; Purses and wallets; Purses and wallets of precious metal; Purses made of precious metal; Purses not made of precious metal; Purses of precious metal; Purses, not of precious metal; Satchels; School satchels; Small clutch purses; Small purses; Straps for handbags; Tote bags; Wallets; Wallets; Wallets and wallet inserts; Wallets including card holders; Wallets made of leather or other materials; Wallets with card compartments; Wallets, not of precious metal; Wheeled messenger bags; Wheeled tote bags; Wrist mounted purses; Wrist or ankle mounted wallets; Wristlet bags

FIRST USE 1-1-2008; IN COMMERCE 1-1-2008

CLASS 22: Lanyards for holding badges, keys, ID cards, bank cards, debit cards, credit cards, money, cash

FIRST USE 1-1-2008; IN COMMERCE 1-1-2008

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT STYLE, SIZE OR COLOR

The name(s), portrait(s), and/or signature(s) shown in the mark does not identify a particular living individual.

SER. NO. 86-559,485, FILED 03-10-2015
LOURDES AYALA, EXAMINING ATTORNEY



Michelle K. Lee

Director of the United States
Patent and Trademark Office

KK 2/5/21 RT 2/4/21