

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM653530

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Made4U Studio, LLC		05/20/2020	Limited Liability Company: ARIZONA
RECEIVING PARTY DATA			
Name:	American Crafts L.C.		
Street Address:	588 W. 400 S.		
City:	Lindon		
State/Country:	UTAH		
Postal Code:	84042		
Entity Type:	Limited Liability Company: UTAH		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	5288468	CRAFT EZ	
CORRESPONDENCE DATA			
Fax Number:	8013753865		
<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:	8013756600		
Email:	bpower@djplaw.com		
Correspondent Name:	Brick Power		
Address Line 1:	3301 N. Thanksgiving Way, Suite 400		
Address Line 4:	Lehi, UTAH 84043		
ATTORNEY DOCKET NUMBER:	41719-100		
NAME OF SUBMITTER:	Brick G. Power		
SIGNATURE:	/brick g power/		
DATE SIGNED:	06/11/2021		
Total Attachments: 4			
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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (the "Assignment") is made and entered into this 20th day of May, 2020 by and among Made4U Studio, LLC, an Arizona limited liability company ("Assignor"), in favor of American Crafts L.C., a Utah limited liability company ("Assignee").

WITNESSETH:

WHEREAS, Assignor is the owner of all right, title and interest in and to the trademarks identified in Schedule A (hereinafter the "Trademarks");

WHEREAS, Assignor and Assignee are parties to an Asset Purchase Agreement, dated as of the date hereof (the "APA"), by and among Assignor and Assignee, pursuant to which Assignor agrees to assign to Assignee its right, title, and interest in and to certain assets, including the Trademarks; and

WHEREAS, Assignor and Assignee wish to document the assignment to Assignee of Assignor's title, interest, and rights in and to each of the Trademarks.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, and intending to be legally bound, Assignor and Assignee hereby agree as follows:

Section 1. Assignment. Assignor hereby assigns and transfers to Assignee all of Assignor's right, title, and interest in and to each of the Trademarks, together with the goodwill of the business which is symbolized by each of the Trademarks, and in and to all income, royalties, damages, claims, and payments now or hereafter due or payable with respect thereto, and the right to sue and recover any damages, profits, and other remedies for past, present, and future infringements or violations of any of the Trademarks.

Section 2. Acknowledgement. Assignor hereby acknowledges and agrees that from and after the date hereof, Assignee shall be the exclusive owner of all Assignor's right, title, and interest in and to each of the Trademarks.

Section 3. Further Assurances. Assignor hereby covenants, at the reasonable request of Assignee, to do and perform, or to cause to be done and performed, all further acts and things, and to execute and deliver all further documents, in order to carry out the intent and accomplish the purposes of this Assignment and the consummation of the transactions contemplated hereby.

Section 4. Governing Law. This Assignment and any claim or controversy hereunder shall be governed by and construed in accordance with the laws of the State of Arizona without giving effect to the principles of conflict of laws thereof.

Section 5. Entire Agreement. This Assignment, together with the APA, contains the entire undertaking of Assignor with respect to the subject matter hereof, and merges and supersedes all prior and contemporaneous discussions, agreements, and


understandings of Assignor and Assignee relating to the subject matter hereof. The parties hereto intend that this Assignment is for recordation purposes only and its terms shall not modify and shall be subject to the applicable terms and conditions of the APA, which govern the parties' rights and interests in the Trademarks. In the event of any conflict between the terms of this Assignment and the terms of the APA, the terms of the APA shall control.

[Signature Page Follows]

IN WITNESS WHEREOF, Assignor has duly executed this Assignment as of the date first above-written.

ASSIGNOR:

MADE4U STUDIO, LLC

By: 
Name: Suzanne Braun
Title: owner

Schedule A

Owner	Trademark	Country	App. Date	Reg. No	Reg. Date	Status
Made4U Studio, LLC	Craft EZ	USA	November 5, 2014	5288468	September 19, 2017	Live