

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM662145

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>SEQUENCE:</b>	2		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Matthew Van Camp		07/22/2021	INDIVIDUAL: UNITED STATES
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Benstores, Inc.		
<b>Street Address:</b>	45 Oak Street		
<b>City:</b>	Westborough		
<b>State/Country:</b>	MASSACHUSETTS		
<b>Postal Code:</b>	01581		
<b>Entity Type:</b>	Corporation: MASSACHUSETTS		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	5065890	HOLIDAY JOY	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	5089836399		
<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>			
<b>Phone:</b>	508-929-1603		
<b>Email:</b>	trademarks@mirickoconnell.com		
<b>Correspondent Name:</b>	Cynthia John, Paralegal		
<b>Address Line 1:</b>	100 Front Street		
<b>Address Line 2:</b>	Mirick O'Connell		
<b>Address Line 4:</b>	Worcester, MASSACHUSETTS 01608		
<b>NAME OF SUBMITTER:</b>	Cynthia John, Paralegal		
<b>SIGNATURE:</b>	/Cynthia John/		
<b>DATE SIGNED:</b>	07/23/2021		
<b>Total Attachments: 3</b>			
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source=Trademark Assignment (Matthew to Benstores Inc.) (A7273881x7A575)#page2.tif			
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## TRADEMARK ASSIGNMENT

WHEREAS, Matthew Van Camp, an individual with an address at 4 Foxhill Dr., Southborough, Massachusetts 01772, (“ASSIGNOR”), owns all right, title, and interest in and to the trademark and trademark registration identified in Schedule A attached hereto and by this reference incorporated herein (the “Mark”), along with the goodwill of the business appurtenant to said Mark, and to which said Mark pertains; and

WHEREAS, Benstores, Inc., with a place of business at 45 Oak Street, Westborough, Massachusetts 01581, (“ASSIGNEE”) is desirous of acquiring said Mark, along with the goodwill of the business appurtenant to said Mark, and to which said Mark pertains; and

WHEREAS, ASSIGNOR has agreed to assign to ASSIGNEE its entire right, title and interest in and to the Mark, and the goodwill of the business appurtenant thereto, and to which the Mark pertains; and

WHEREAS, in order to effectuate ASSIGNOR’s assignment of its entire right, title and interest in and to the Mark, and the goodwill of the business appurtenant thereto, and to which the Mark pertains, to ASSIGNEE, ASSIGNOR is executing this instrument of assignment.

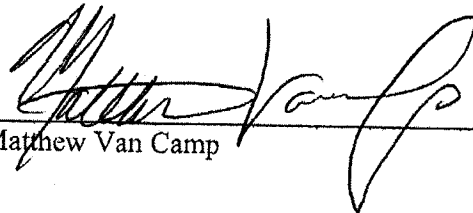
NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, ASSIGNOR does hereby assign, convey and transfer to ASSIGNEE, its successors, assigns and legal representatives, its full and entire right, title and interest in and to the Mark identified in Schedule A, and the attendant goodwill symbolized by the Mark, and to which the Mark pertains, the same to vest in ASSIGNEE, including, without limitation, the ownership of all causes of action for, and claims for damages by reason of, infringement of the Mark, which actions and claims arose prior to the date of execution hereof.

ASSIGNOR hereby agrees that ASSIGNEE shall have the right to record this instrument of assignment in the United States Patent and Trademark Office so as to establish ASSIGNEE as owner of record of the Mark, as the case may be, in the United States.

ASSIGNOR further agrees, at the request of ASSIGNEE and without charge or cost to ASSIGNEE, to: (i) execute and have executed any and all other documents of any kind whatsoever, and to provide whatever information may be required, to carry out the terms and intent of this Assignment; and (ii) fully cooperate with ASSIGNEE, as reasonably required, to enable ASSIGNEE to duly record this instrument of assignment with the United States Patent and Trademark Office so that ASSIGNEE’s ownership of the Mark is duly made of record in the United States.

[Signature Page Follows]

22 IN WITNESS WHEREOF, ASSIGNOR has caused this instrument to be executed on this  
day of July, 2021.

  
Matthew Van Camp

**SCHEDULE A**

**United States Patent and Trademark Office  
Registered Trademark**

<b>MARK</b>	<b>Jurisdiction</b>	<b>Reg. or Serial No.</b>	<b>Date of Reg.</b>	<b>Goods</b>
Holiday Joy	United States	5,065,890	10/18/16	Electric holiday lights, namely, indoor electric window candles comprised of wiring, fasteners, sockets and light bulbs; indoor and outdoor light sets comprised of wiring, fasteners, sockets and light bulbs; electric lights for Christmas trees; electrically lighted holiday decorations, namely, lighted outdoor sculptures and light wire frame decorations, in Class 11