

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM673206

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Honey & Butter, LLC		08/08/2021	Limited Liability Company: CALIFORNIA
RECEIVING PARTY DATA			
Name:	HONEY & BUTTER, IRVINE INC.		
Street Address:	633 Spectrum Center Drive		
City:	Irvine		
State/Country:	CALIFORNIA		
Postal Code:	92618		
Entity Type:	Corporation: CALIFORNIA		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	5598441	HONEY AND BUTTER	
Registration Number:	6016065	HONEY & BUTTER	
Serial Number:	90836106	HONEY & BUTTER MACARONS	
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:	19493620100		
Email:	sacherman@jafarilawgroup.com		
Correspondent Name:	Saul Acherman		
Address Line 1:	18201 Von Karman Ave., Suite 1190		
Address Line 4:	Irvine, CALIFORNIA 92612		
NAME OF SUBMITTER:	Saul Acherman		
SIGNATURE:	/Saul Acherman/		
DATE SIGNED:	09/08/2021		
Total Attachments: 3			
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TRADEMARK ASSIGNMENT AGREEMENT

This TRADEMARK ASSIGNMENT AGREEMENT ("**Trademark Assignment**"), dated as of 8/8, 2021, is made by Honey & Butter, LLC, ("**Assignor**"), a California Limited Liability Company, in favor of HONEY & BUTTER, IRVINE INC. ("**Assignee**"), a corporation existing under the laws of California, located at 633 Spectrum Center Drive, Irvine CA 92618, for the assignment of the trademark(s) in the attached **Schedule 1**.

WHEREAS, Assignor has conveyed, transferred, and assigned to Assignee, among other assets, certain intellectual property of Assignor, and has agreed to execute and deliver this Trademark Assignment, for recording with the United States Patent and Trademark Office;

NOW THEREFORE, the parties agree as follows:

1. Assignment. For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby irrevocably conveys, transfers, and assigns to Assignee, and Assignee hereby accepts, all of Assignor's right, title, and interest in and to the following:

(a) the trademark registrations and trademark applications set forth on **Schedule 1** hereto and all issuances, extensions, and renewals thereof (the "**Assigned Trademarks**"), together with the goodwill of the business connected with the use of, and symbolized by, the Assigned Trademarks;

(b) all rights of any kind whatsoever of Assignor accruing under any of the foregoing provided by applicable law of any jurisdiction, by international treaties and conventions, and otherwise throughout the world;

(c) any and all royalties, fees, income, payments, and other proceeds now or hereafter due or payable with respect to any and all of the foregoing; and

(d) any and all claims and causes of action with respect to any of the foregoing, whether accruing before, on, or after the date hereof, including all rights to and claims for damages, restitution, and injunctive and other legal and equitable relief for past, present, and future infringement, dilution, misappropriation, violation, misuse, breach, or default, with the right but no obligation to sue for such legal and equitable relief and to collect, or otherwise recover, any such damages.

2. Recordation and Further Actions. Assignor hereby authorizes the Commissioner for Trademarks in the United States Patent and Trademark Office to record and register this Trademark Assignment upon request by Assignee. Following the date hereof, Assignor shall take such steps and actions, and provide such cooperation and assistance to Assignee and its successors, assigns, and legal representatives, including the execution and delivery of any affidavits, declarations, oaths, exhibits, assignments, powers of attorney, or other documents, as may be necessary to effect, evidence, or perfect the assignment of the Assigned Trademarks to Assignee, or successor thereto.

3. Counterparts. This Trademark Assignment may be executed in counterparts, each of which shall be deemed an original, but all of which together shall be deemed one and the same agreement. A signed copy of this Trademark Assignment delivered by facsimile, e-mail, or other means of electronic transmission shall be deemed to have the same legal effect as delivery of an original signed copy of this Trademark Assignment.

4. Successors and Assigns. This Trademark Assignment shall be binding upon and shall inure to the benefit of the parties hereto and their respective successors and assigns.

SIGNATURES

Assignor: Honey & Butter, LLC

Pietrasinski
Name: Pawel Pietrasinski, Member/Manager
On Behalf of Honey & Butter, LLC

Dated: 8/8/2021

Assignee: HONEY & BUTTER, IRVINE INC.


Leanne
Name: Leanne Pietrasinski, CEO
On Behalf of HONEY & BUTTER, IRVINE INC.

Dated: 8/8/2021

SCHEDULE 1

Assigned Trademarks

Trademark Applications/Registrations

Mark	Jurisdiction	Serial/Registration Number
HONEY AND BUTTER	USA	5598441
HONEY & BUTTER	USA	6016065
	USA	90836106