

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM706466

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Stevens Holtze Corporation		09/01/2021	Corporation: COLORADO
RECEIVING PARTY DATA			
Name:	CTH Acquisition LLC		
Street Address:	11777 San Vicente Blvd., Suite 900		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90049		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	5006488	MAGNOLIA HOTELS	
Registration Number:	6624560	MAGNOLIA	
CORRESPONDENCE DATA			
Fax Number:	7753338171		
<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:	(775) 324-4100		
Email:	mfrancis@bhfs.com		
Correspondent Name:	Matthew D. Francis		
Address Line 1:	5520 Kietzke Lane		
Address Line 2:	Suite 110		
Address Line 4:	Reno, NEVADA 89511		
ATTORNEY DOCKET NUMBER:	064726.0001		
NAME OF SUBMITTER:	Matthew D. Francis		
SIGNATURE:	/Matthew D. Francis/		
DATE SIGNED:	02/03/2022		
Total Attachments: 5			
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ASSIGNMENT OF SERVICE MARKS

THIS ASSIGNMENT OF SERVICE MARKS (this "Assignment"), dated as of September 1, 2021, is made by Stevens Holtze Corporation, a Colorado corporation ("Assignor"), to and in favor of CTH Acquisition LLC, a Delaware limited liability company ("Assignee").

Recitals

A. Assignor is the owner of the entire right, title and interest in and to certain service marks.

B. Assignor desires to assign its entire right, title and interest in and to such service marks, and Assignee desires to acquire Assignor's entire right, title and interest in and to such service marks, on the terms of this Assignment.

Agreements

Now, Therefore, for good and valuable consideration in the amount of \$10.00 US Dollars, the receipt and sufficiency of which is hereby acknowledged, the parties agree as follows:

1. Assignment. Assignor hereby irrevocably conveys, transfers and assigns to Assignee all of Assignor's right, title and interest in and to the following (the "Assigned Service Marks"), together with all goodwill associated or connected with the use of, and symbolized by, the Assigned Service Marks:

(a) the service marks set forth on Schedule 1 hereto and all intellectual property rights associated therewith, whether registered, unregistered or arising by any applicable law of any jurisdiction throughout the world, all registrations and applications for registration of such service marks, including intent-to-use trademark applications, issuances, extensions and renewals of such registrations and applications, and similar intangible property and related proprietary rights, interests and protections, however arising, pursuant to any such law;

(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 and/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, together with all of the foregoing relating to the

cancellation proceeding with the Trademark Trial and Appeal Board (proceeding 92075684) captioned Stevens Holtze Corporation DBA Magnolia Hotels v. Magnolia Medspa PC.

2. Further Actions. To vest the Assigned Service Marks in Assignee and its successors and permitted assigns, Assignor will, and will cause its affiliates, successors and permitted assigns to, (a) execute and deliver such additional instruments of transfer and conveyance and other documents reasonably requested by Assignee and (b) take such other actions reasonably requested by Assignee.

3. Counterparts. This Assignment may be executed in one or more counterparts, each of which, when executed, will be deemed to be an original and all of which, when taken together, will be deemed to constitute one and the same instrument. A signed copy of this 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 Assignment.

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

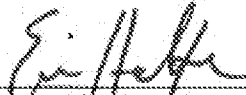
5. Governing Law. This Assignment and any claim, controversy, dispute or cause of action (whether in contract, tort or otherwise) based upon, arising out of or relating to this Assignment shall be governed by, and construed in accordance with, the laws of the United States and the State of Colorado, without giving effect to any choice or conflict of law provision or rule (whether of the State of Colorado or any other jurisdiction).

[Signature page follows.]

The undersigned have executed this Assignment as of the date first written above.

ASSIGNOR

Stevens Holtze Corporation

By: 
Name: Eric Holtze
Title: Co-CEO

ASSIGNEE

CTH Acquisition LLC

By: _____
Name:
Title:

The undersigned have executed this Assignment as of the date first written above.

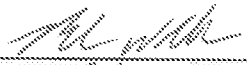
ASSIGNOR

Stevens Holtze Corporation

By: _____
Name:
Title:

ASSIGNEE

CTH Acquisition LLC

By:  _____
Name: *Rebecca Wells*
Title: *SVP of Finance*

Signature Page – Assignment of Service Marks