

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM711353

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Benjamen Moore		02/22/2022	INDIVIDUAL:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	The Ugly Company		
<b>Street Address:</b>	39652 Road 40		
<b>City:</b>	Kingsburg		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	93631-9697		
<b>Entity Type:</b>	Limited Liability Company: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	6005141	THE UGLY COMPANY	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	8013281707		
<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>	8015339800		
<b>Email:</b>	lpotter@wnlaw.com		
<b>Correspondent Name:</b>	Workman Nydegger		
<b>Address Line 1:</b>	60 E. South Temple, Suite 1000		
<b>Address Line 4:</b>	Salt Lake City, UTAH 84111		
<b>NAME OF SUBMITTER:</b>	John C. Stringham		
<b>SIGNATURE:</b>	/John C. Stringham/		
<b>DATE SIGNED:</b>	03/01/2022		
<b>Total Attachments: 2</b>			
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OP \$40.00 6005141

WHEN RECORDED RETURN TO:

TRADEMARK APPLICATION

Docket No.: 22457.4

Workman Nydegger  
60 East South Temple  
Suite 1,000  
Salt Lake City, Utah 84111

**ASSIGNMENT**

I, Benjamin Moore DBA Big Ben Farms of Kingsburg, California, am the owner the entire right, title and interest in and to United States Trademark Registration No. 6005141 (the "Registration") for the mark "THE UGLY COMPANY", hereinafter referred to as the "Trademark".

Assignee, The Ugly Company, a limited liability company of the State of California, having a principal place of business at 39652 Road 40 Kingsburg, California 93631-9697, desires to secure all right, title and interest in and to the Trademark, the goodwill of the business symbolized by and associated with the Trademark, the registrations related thereto and the right to sue for past infringement.

In consideration of One Dollar (\$1.00) and other good and valuable consideration paid to me by Assignee, the receipt and sufficiency of which is hereby acknowledged, I HEREBY

ASSIGN TO ASSIGNEE:

The entire right, title and interest in and to the Registration and Trademark, and the goodwill of the business symbolized by and associated with the Trademark, any and all common law rights relating to or associated with the Trademark, or portions thereof and the right to bring legal action relating to the Registration and Trademark and to sue and receive damages for past infringement.

I hereby agree, without further consideration and without expense to me, to sign all lawful papers and to perform all other lawful acts which Assignee may request of me to make this Assignment fully effective.

This assignment and agreement shall be binding upon my heirs and legal representatives.

DATED February 22nd, 2022

Benjamin Moore DBA Big Ben Farms

STATE OF California )  
                                  ) : ss.  
COUNTY OF Fresno )

On February 22, 2022 before me personally appeared Benjamin Moore known to me to be the person described and who signed the foregoing Assignment in my presence and acknowledged under oath before me that he has read the same and knows the contents thereof and that he executed the same as his free act and deed and for the purposes set forth therein.

NOTARY PUBLIC  
Residing at Kingsburg Ca.

My Commission Expires:  
May 3, 2025

