

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM743889

<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>
Sweda Company, LLC		07/22/2022	Limited Liability Company: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Snugz/USA, LLC		
<b>Street Address:</b>	9258 South Prosperity Road		
<b>City:</b>	West Jordan		
<b>State/Country:</b>	UTAH		
<b>Postal Code:</b>	84081		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 21</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4542123	SWEDA	
<b>Registration Number:</b>	4399618	SWEDA SPECTRUM PRINT	
<b>Registration Number:</b>	3134788	SWEDA	
<b>Registration Number:</b>	3854996	TOUE	
<b>Registration Number:</b>	5104098	PERFECT 10	
<b>Registration Number:</b>	5131995	P5	
<b>Registration Number:</b>	5104087	THE ESSENTIAL P5	
<b>Registration Number:</b>	5104090	THE ESSENTIAL PERFECT 10	
<b>Registration Number:</b>	5104085	LOADS OF LAUGHS	
<b>Registration Number:</b>	5020489	PEN2PAPER	
<b>Registration Number:</b>	5030009	P2P	
<b>Registration Number:</b>	5395290	BASECAMP	
<b>Registration Number:</b>	5239342	BELLA MIA	
<b>Registration Number:</b>	1365479	SWEDA	
<b>Registration Number:</b>	4571008	SMART.SEARCH	
<b>Registration Number:</b>	4995640	BASECAMP	
<b>Registration Number:</b>	3679137	SIMPLE. STYLE. SMART.	
<b>Serial Number:</b>	97036406	BC	
<b>Serial Number:</b>	87768434	BASECAMP	

OP \$540.00 4542123

Property Type	Number	Word Mark
Serial Number:	87259302	BIG LAZY
Serial Number:	87009731	PERFECT TECH

**CORRESPONDENCE DATA**

**Fax Number:** 8013281707

*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.*

**Phone:** 801-533-9800

**Email:** lbateman@wnlaw.com

**Correspondent Name:** David B. Dellenbach

**Address Line 1:** 60 East South Temple, Suite 1000

**Address Line 4:** Salt Lake City, UTAH 84111

<b>ATTORNEY DOCKET NUMBER:</b>	14591.134
<b>NAME OF SUBMITTER:</b>	David B. Dellenbach
<b>SIGNATURE:</b>	/David B. Dellenbach/
<b>DATE SIGNED:</b>	07/27/2022

**Total Attachments: 3**

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WHEN RECORDED RETURN TO:

TRADEMARK ASSIGNMENT  
WN Docket No.: 14591.134

Workman Nydegger  
60 East South Temple, Suite 1000  
Salt Lake City, Utah 84111

**TRADEMARK ASSIGNMENT**

WHEREAS SWEDA COMPANY, LLC, a Delaware limited liability company with a principal place of business at 17411 Valley Blvd., City of Industry, California 91744 (“Assignor”), is the owner of the entire right, title, and interest in and to the United States and Canadian trademarks, service marks, and trademark and service mark registrations and applications listed in the attached Schedule A (collectively known as the “Trademarks”); and

WHEREAS SNUGZ/USA, LLC, a limited liability company of the State of Delaware, having a principal place of business at 9258 South Prosperity Road, West Jordan, Utah 84081 (“Assignee”), desires to secure all right, title and interest in and to the Trademarks, the goodwill of the business symbolized by and associated with the Trademarks, the registrations and the right to sue for infringement thereof;

In consideration of One Dollar (\$1.00) and other good and valuable consideration paid to Assignor by Assignee, the receipt and sufficiency of which Assignor hereby acknowledges, ASSIGNOR HEREBY ASSIGNS, CONVEYS, AND TRANSFERS TO ASSIGNEE:

The entire right, title and interest in and to the Trademarks, the goodwill of the business symbolized by and associated with the Trademarks, the right to sue for past, present, and future infringement of the Trademarks and to collect any and all damages relating thereto, and any and all other rights pertaining to the Trademarks,

provided that, with respect to any United States intent-to-use trademark applications set forth in Schedule A hereto, the transfer of such applications accompanies the transfer of Seller’s business, or portion of the business to which the respective trademark pertains, and that business is ongoing and existing.

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

This Assignment is and will be binding upon our heirs and legal representatives. We represent and warrant that we have the right and authority to agree to the terms of this Assignment. The Assignee accepts and agrees to the assignments and transfers identified herein. This Assignment may be executed in separate counterparts, which, when combined, constitute the same agreement. This document may be executed manually or by electronic signature. A faxed or scanned and electronically transmitted facsimile of a signature-bearing page will be conclusive evidence of execution and delivery.

DATED 7/22/22

**ASSIGNOR**

SWEDA COMPANY, LLC

Signature: [Handwritten Signature]

Name: Jim Hansen

Title: Pres. Dent

DATED 7/22/2022

**ASSIGNEE**

SNUGZ/USA, LLC

Signature: [Handwritten Signature]

Name: Brandon Mackay

Title: CEO

## Schedule A

### U.S. TRADEMARK REGISTRATIONS

Mark	Registration No.	Reg. Date
SWEDA (Stylized)	4542123	6/3/2014
SWEDA SPECTRUM PRINT	4399618	9/10/2013
SWEDA	3134788	8/29/2006
TOUE	3854996	9/28/2010
PERFECT 10	5104098	12/20/2016
P5	5131995	1/31/2017
THE ESSENTIAL P5	5104087	12/20/2016
THE ESSENTIAL PERFECT 10	5104090	12/20/2016
LOADS OF LAUGHS	5104085	12/20/2016
PEN2PAPER & Design	5020489	8/16/2016
P2P & Design	5030009	8/30/2016
BASECAMP	5395290	2/6/2018
BELLA MIA	5239342	7/11/2017
SWEDA	1365479	10/15/1985
<b>SMART.SEARCH</b>	<b>4571008</b>	<b>7/22/2014</b>
<b>BASECAMP</b>	<b>4995640</b>	<b>7/12/2016</b>
<b>SIMPLE.STYLE.SMART.</b>	<b>3679137</b>	<b>9/8/2014</b>

### U.S. TRADEMARK APPLICATIONS

Mark	Application No.	App. Date
BC & Design	97036406	9/20/2021
<b>BASECAMP</b>	<b>87768434</b>	<b>1/24/2018</b>
<b>BIG LAZY</b>	<b>87259302</b>	<b>12/6/2016</b>
<b>PERFECT TECH</b>	<b>87009731</b>	<b>4/21/2016</b>

### CANADIAN TRADEMARK REGISTRATION

Mark	Registration No.	Reg. Date
SOURCE ONE	TMA763473	4/8/2010