

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM775511

SUBMISSION TYPE:	RESUBMISSION		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
RESUBMIT DOCUMENT ID:	900727308		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
The GiddyUp Group, LLC		10/20/2022	Limited Liability Company:
RECEIVING PARTY DATA			
Name:	The GiddyUp Group, Inc.		
Street Address:	16 N Oak St., STE B		
City:	Ventura		
State/Country:	CALIFORNIA		
Postal Code:	93001		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Serial Number:	88932054	GIDDYUP	
Serial Number:	88932044	G	
Serial Number:	88932058	LIVE A LITTLE BETTER	
Serial Number:	88932061	MY DAILY DISCOVERY	
Serial Number:	88932065	MY DAILY DISCOVERY	
Registration Number:	5628423	GIDDYUP	
CORRESPONDENCE DATA			
Fax Number:	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>			
Phone:	8015339800		
Email:	mrubi@wnlaw.com		
Correspondent Name:	Workman Nydegger		
Address Line 1:	60 East South Temple, STE 1000		
Address Line 4:	Salt Lake City, UTAH 84111		
ATTORNEY DOCKET NUMBER:	22281.28		
NAME OF SUBMITTER:	Timothy D. Nichols		
SIGNATURE:	/Timothy D. Nichols/		

DATE SIGNED:	12/20/2022
Total Attachments: 3 source=22281.28 Trademark Assignment - signed#page1.tif source=22281.28 Trademark Assignment - signed#page2.tif source=22281.28 Trademark Assignment - signed#page3.tif	

TRADEMARK ASSIGNMENT

WHEREAS, Assignor, The GiddyUp Group, LLC, a Delaware limited liability company, having an address of 16 N Oak St., Ste B, Ventura, California 93001, owns the trademarks listed on the attached Schedule A and trademark rights in and to the trademarks (collectively, the “Marks”);

WHEREAS, Assignee, The GiddyUp Group, Inc., a Delaware corporation, having an address of 16 N Oak St., Ste B, Ventura, California 93001, is desirous of acquiring the entire right, title and interest in and to the Marks;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor, hereby distributes, transfers, assigns, and otherwise conveys to Assignee, all of Assignor’s right, title, and interest in and to each of the Marks, along with the goodwill symbolized or associated with the Marks, and all rights to proceeds of the foregoing, including without limitation, any rights of action by Assignor, and the right to take proceedings and seek and recover damages and all other available remedies, against third parties for past, present, or future infringement of the Marks.

Assignor agrees to execute and deliver at the request of Assignee, without additional consideration, all papers, instruments and assignments, and to perform any other reasonable acts Assignee may request in order to vest all of Assignor’s right, title, and interest in and to the Marks in Assignee and/or to provide evidence to support any of the foregoing in the event such evidence is deemed necessary by Assignee, to the extent such evidence is in the possession of control of Assignor.

[Signature page follows]

[Signature Page to Trademark Assignment]

This assignment shall be effective as of 10-20-2022.

Dated 10-20-2022.

The GiddyUp Group, LLC (Assignor)



By: Darren T. Engle

Title: VP of Finance

Accepted 10-20-2022.




The GiddyUp Group, Inc. (Assignee)



By: Darren T. Engle

Title: VP of Finance

SCHEDULE A

Country	Serial No. / Reg. No.	Filed / Registered	Mark
US	88932054	25-May-2020	
US	88932044	25-May-2020	
US	88932058	25-May-2020	LIVE A LITTLE BETTER
US	88932061	25-May-2020	MY DAILY DISCOVERY
US	88932065	25-May-2020	
US	5628423	11-Nov-2016	GIDDYUP
MAP	1378156	11-May-2017	GIDDYUP
MAP/MX (CI 35)	2009046	11-May-2017	GIDDYUP
MAP/MX (CI 42)	2009047	11-May-2017	GIDDYUP
MAP/CN	1378156	11-May-2017	GIDDYUP
MAP/EU	1378156	11-May-2017	GIDDYUP
UK	UK00801378156	14-May-2018	GIDDYUP