

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM776261

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Gringo Ventures, LLC		12/23/2022	Limited Liability Company: CALIFORNIA
RECEIVING PARTY DATA			
Name:	H-E-B, LP		
Street Address:	646 South Flores		
City:	San Antonio		
State/Country:	TEXAS		
Postal Code:	78204		
Entity Type:	Limited Partnership: TEXAS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	97248674	GROWN WILD	
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:	2019385184		
Email:	trademarks@heb.com		
Correspondent Name:	Jeannine Vasquez		
Address Line 1:	646 South Flores		
Address Line 4:	San Antonio, TEXAS 78204		
NAME OF SUBMITTER:	Jeannine Vasquez		
SIGNATURE:	/Jeannine Vasquez/		
DATE SIGNED:	12/23/2022		
Total Attachments: 1			
source=signed Assignment of GROWN WILD mark and application 12.23.22#page1.tif			

OP \$40.00 97248674

ASSIGNMENT OF TRADEMARK

Gringo Ventures, LLC (“**Assignor**”), having an address of 3260 Corporate View, Vista, California 92081, has adopted and is using the mark GROWN WILD (the “**Mark**”) for live and freshly cut flowers and live plant and flower arrangements for which United States Trademark Application No. 97/248,674 (the “**Application**”) has been filed and Statement of use accepted and approved.


H-E-B, LP, a Texas limited partnership (“**Assignee**”), having an address of 646 South Flores, San Antonio, Texas 78204, desires to acquire any and all rights and goodwill associated with the above-referenced Mark and the related Application.

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby assign to Assignee all right, title and interest in and to said Application and Mark, together with the goodwill of the business symbolized by the Mark and the right to sue for past infringement.

Notwithstanding anything to the contrary contained herein, the Mark and associated assignment shall not include any trademark application that would be deemed invalidated, canceled or abandoned due to the contribution, assignment and/or conveyance of the Mark hereunder, including without limitation all United States trademark applications that are based on an intent-to-use, unless and until such time that the contribution, assignment and/or conveyance will not cause the invalidation, cancelation or abandonment of such trademark applications.

Assignor further covenants and agrees, for itself and for its successors and assigns, that, at Assignee’s reasonable request, it will execute and deliver all applications, declarations, assignment documents and other instruments as may be necessary or advisable to secure for or vest in Assignee, its successors or assigns, all right, title and interest in and to any application for registration, certificate of registration, trademark right or other right or property covered by this Assignment , and Assignee shall be responsible for any costs or expenses associated therewith.

GRINGO VENTURES, LLC

By: 
Name: Jason Levin
Title: President
Date: 12/23/22