

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM781893

<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>
GroVia LLC	FORMERLY The Natural Baby Company, LLC	01/13/2023	Limited Liability Company: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	M & P Retail, LLC		
<b>Doing Business As:</b>	The Natural Baby Company LLC		
<b>Street Address:</b>	504 West Main St		
<b>City:</b>	Bozeman		
<b>State/Country:</b>	UNITED STATES		
<b>Postal Code:</b>	59715		
<b>Entity Type:</b>	Limited Liability Company: MONTANA		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4661753	THE NATURAL BABY COMPANY	
<b>Registration Number:</b>	4661754	THE NATURAL BABY COMPANY	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>	4065828822		
<b>Email:</b>	jmrussell@mttaxlaw.com		
<b>Correspondent Name:</b>	Jill M Russell		
<b>Address Line 1:</b>	504 West Main St		
<b>Address Line 4:</b>	Bozeman, MONTANA 59715		
<b>NAME OF SUBMITTER:</b>	Jill M Russell		
<b>SIGNATURE:</b>	/Jill M Russell/		
<b>DATE SIGNED:</b>	01/20/2023		
<b>Total Attachments: 2</b>			
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OP \$65.00 4661753

TRADEMARK ASSIGNMENT

WHEREAS, GroVia LLC, a Delaware limited liability company with its principal place of business at 2489 Andalusian Avenue, Bozeman, Montana 59718, U.S.A. ("Assignor"), is the record owner of the following service mark:

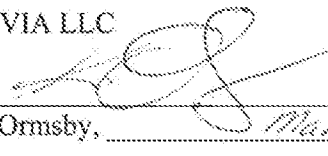


and U.S. Trademark Registration No. 4661753 for registration thereof on the Principal Register of the U.S. Patent and Trademark Office, issued on December 30, 2014 (the "Trademark"); and

WHEREAS, M & P Retail, LLC, a Montana limited liability company d/b/a The Natural Baby Company LLC, with its principal place of business at 504 W. Main Street, Bozeman, Montana 59715, U.S.A. ("Assignee"), desires to acquire the entire right, title and interest in and to the Trademark Registration No. 4661753 and any other registrations therefor, whether in the United States or any other foreign country, in accordance with the terms and conditions of this Assignment;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all right, title and interest in and to the Trademark and any applications and/or registrations therefor, including U.S. Trademark Registration No. 4661753, together with the goodwill of Assignor associated with the use of and symbolized by the Trademark, and any and all causes of action or other rights to file and prosecute administrative or legal actions, past, present and future, to establish or enforce any of such intellectual property rights, including the right to collect damages for infringement.

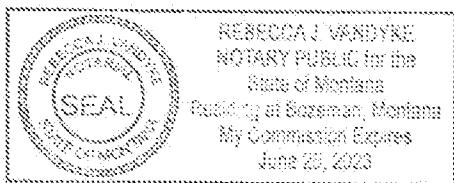
GROVIA LLC

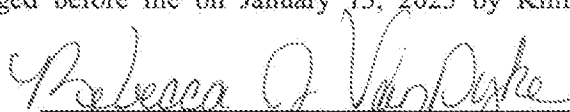
  
\_\_\_\_\_  
Kim Ormsby, *Manager*

State of Montana

County of Gallatin

This instrument was acknowledged before me on January 13, 2023 by Kim Ormsby.



  
\_\_\_\_\_  
Notary Public for the State of Montana

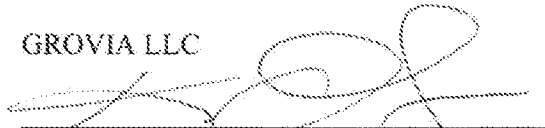
**TRADEMARK ASSIGNMENT**

WHEREAS, GroVia LLC, a Delaware limited liability company with its principal place of business at 2489 Andalusian Avenue, Bozeman, Montana 59718, U.S.A. ("Assignor"), is the record owner of the service mark **THE NATURAL BABY COMPANY**, and U.S. Trademark Registration No. 4661754 for registration thereof on the Principal Register of the U.S. Patent and Trademark Office, issued on December 30, 2014 (the "Trademark"); and

WHEREAS, M & P Retail, LLC, a Montana limited liability company d/b/a The Natural Baby Company LLC, with its principal place of business at 504 W. Main Street, Bozeman, Montana 59715, U.S.A. ("Assignee"), desires to acquire the entire right, title and interest in and to the Trademark Registration No. 4661754 and any other registrations therefor, whether in the United States or any other foreign country, in accordance with the terms and conditions of this Assignment;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all right, title and interest in and to the Trademark and any applications and/or registrations therefor, including U.S. Trademark Registration No. 4661754, together with the goodwill of Assignor associated with the use of and symbolized by the Trademark, and any and all causes of action or other rights to file and prosecute administrative or legal actions, past, present and future, to establish or enforce any of such intellectual property rights, including the right to collect damages for infringement.

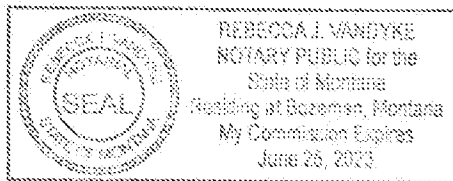
GROVIA LLC

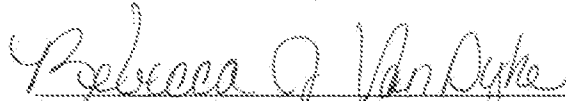
  
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Kim Ormsby, *Manager*

State of Montana

County of Gallatin

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