

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM779959

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Pet and Animal Lovers Service, Inc.		01/11/2023	Corporation: ARIZONA
RECEIVING PARTY DATA			
Name:	Gateway US Holdings, Inc.		
Street Address:	2 Daniels Way		
City:	Cranston		
State/Country:	RHODE ISLAND		
Postal Code:	02921		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	3084182	HELPING YOU SAY GOODBYE	
Registration Number:	3221035	PALS PET & ANIMAL LOVERS SERVICE	
Registration Number:	2120832	PALS PET & ANIMAL LOVERS SERVICE	
Registration Number:	4947225	PET-A-FITS	
CORRESPONDENCE DATA			
Fax Number:	5132416234		
<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:	513-241-2324		
Email:	ksmith@whe-law.com		
Correspondent Name:	Kathryn E. Smith, Wood Herron & Evans		
Address Line 1:	600 Vine Street		
Address Line 2:	Suite 2800		
Address Line 4:	Cincinnati, OHIO 45202		
NAME OF SUBMITTER:	Kathryn E. Smith		
SIGNATURE:	/Kathryn E. Smith/		
DATE SIGNED:	01/11/2023		
Total Attachments: 3			
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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT is entered into as of this 11th day of January, 2023, by and between **Pet and Animal Lovers Service, Inc.**, an Arizona corporation with a business address of 3629 N. 40th Avenue, Phoenix, Arizona 85019 ("Assignor"), and **Gateway US Holdings, Inc.**, a Delaware corporation with a business address of 2 Daniels Way, Cranston, Rhode Island 02921 ("Assignee").

WHEREAS, Assignor has adopted, used, and is the owner of the trademarks and corresponding federal and state registrations for the marks detailed in the attachment hereto marked **Exhibit A**, and the goodwill of the business symbolized by the trademarks and registrations (hereinafter collectively referred to as the "Trademarks"); and


WHEREAS, Assignee is desirous of acquiring said Trademarks, all rights therein, and any and all goodwill associated therewith.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby assign and transfer to Assignee the entire right, title, and interest in and to the Trademarks, together with the goodwill of the business symbolized by the Trademarks, and the registrations and renewals thereof, and any and all other rights which Assignor has enjoyed thereunder in the United States, including any and all rights of recovery based on past infringement of the Trademarks and/or registrations, the same to be held and enjoyed by Assignee, its successors and assigns, to the full end of the term for which the Trademarks are registered, and any renewals of the terms thereof.

This Assignment shall be binding upon the successors, assignees and other legal representatives of **Pet and Animal Lovers Service, Inc.** as Assignor, and shall inure to the benefit of the successors, assigns, and other legal representatives of **Gateway US Holdings, Inc.** as Assignee.

IN WITNESS WHEREOF, the parties have executed this Assignment as of the date first written above, on which date this Assignment shall be deemed effective.

Pet and Animal Lovers Service, Inc.

By: 
Daniel Heenan
owner PALS Inc


Agreed to and Accepted By:

Gateway US Holdings, Inc.

By: 
Pete Vincett, Chief Commercial Officer

EXHIBIT A

Federal Trademarks:

Mark	Registration No.	Registered	Class/Goods/Services
HELPING YOU SAY GOODBYE	3,084,182	April 25, 2006	Class 20: Pet memorial products, namely funerary urns, caskets and plastic grave markers Class 45: Pet Cremation Services
PALS PET & ANIMAL LOVERS SERVICE (and Design) 	3,221,035	March 27, 2007	Class 21: Pet memorial products, namely urns Class 45: Pet cremation services
PALS PET & ANIMAL LOVERS SERVICE	2,120,832	December 16, 1997	Class 40: Animal cremation
PET-A-FITS	4,947,225	April 26, 2016	Class 45: Pet cremation services

Arizona State Trade Names:

Trade Name	Registration No.	Registration Date	Expiration Date
ARIZONA PET CREMATION	538595	January 26, 2012	January 26, 2027
AZ PET CREMATION	538594	January 26, 2012	January 26, 2027