

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM786073

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Simply Natural Snacking, LLC		02/03/2023	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	AOG Holdings, Inc.		
Street Address:	610 Alpha Drive		
City:	Pittsburgh		
State/Country:	PENNSYLVANIA		
Postal Code:	15238		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	5711507	GOOD & FIT	
Registration Number:	2084206	SIMPLY LITE	
CORRESPONDENCE DATA			
Fax Number:	2028874288		
<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:	2028874000		
Email:	mbeyene@akingump.com, DC_IPDocketing@AKINGUMP.com		
Correspondent Name:	Mussie B Beyene		
Address Line 1:	2001 K Street N.W.		
Address Line 4:	Washington DC, D.C. 20006		
ATTORNEY DOCKET NUMBER:	106108.0004		
NAME OF SUBMITTER:	Mussie B Beyene		
SIGNATURE:	/Mussie B Beyene/		
DATE SIGNED:	02/10/2023		
Total Attachments: 3			
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TRADEMARK ASSIGNMENT AGREEMENT

This TRADEMARK ASSIGNMENT AGREEMENT (the “Assignment Agreement”) is made effective as of February 3, 2023 (“Effective Date”), by and between Simply Natural Snacking, LLC, a Delaware limited liability company (“Assignor”), and AOG Holdings, Inc., a Delaware corporation with an address at 610 Alpha Drive, Pittsburgh, Pennsylvania 15238 (“Assignee”) (each of Assignor and Assignee, a “Party” and collectively, the “Parties”).

WHEREAS, Assignor is the sole and exclusive owner of all rights, title, and interest in and to the trademarks and trademark registrations set forth in **Exhibit A**, attached hereto (“Assigned Trademarks”), and has the right to enter into this Assignment Agreement; and

WHEREAS, Assignor desires to assign the Assigned Trademarks to Assignee and Assignee desires to accept such assignment, on the terms and conditions set forth below.

NOW THEREFORE, in consideration of the mutual promises set forth herein and for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Parties hereby agree as follows:

1. As of the Effective Date, Assignor hereby sells, assigns, transfers, and conveys to Assignee and Assignee hereby accepts, all rights, title, and interest in and to all the Assigned Trademarks along with all goodwill associated therewith, together with all causes of action, claims, demands and any other rights for, or arising from, any past, present or future infringement of the Assigned Trademarks.
2. The Parties agree that this Assignment Agreement may be recorded with the United States Patent and Trademark Office and any foreign trademark offices as desired by Assignee. Upon Assignee’s reasonable request, Assignor shall execute any other agreements or assignments or take any other actions necessary to effectuate the foregoing and to assist Assignee to record this Assignment Agreement or other assignment agreements, as necessary, with the applicable authorities and government offices.
3. This This Assignment Agreement may be executed in any number of counterparts, including counterparts executed by facsimile or electronic (*e.g.*, PDF) transmission, each of which shall be an original, but all of which together shall constitute one instrument.

[Signature page to follow.]

IN WITNESS WHEREOF, the Parties have caused this Assignment Agreement to be duly executed on the date as of the Effective Date.

**SIMPLY NATURAL SNACKING, LLC
(ASSIGNOR)**

DocuSigned by:
Peter Tsudis
By: _____
Name: Peter Tsudis
Title: Chief Executive Officer

AOG HOLDINGS, INC. (ASSIGNEE)

DocuSigned by:
Peter Tsudis
By: _____
Name: Peter Tsudis
Title: Chief Executive Officer

EXHIBIT A

Jurisdiction	Trademark	Goods/Services
US Federal	GOOD & FIT RN: 5711507	Intl Class: 05 - Nutritional supplement bars, namely, protein bars
US Federal	SIMPLY LITE RN: 2084206	Intl Class: 30 - snack foods, namely, candy