

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM796974

<b>SUBMISSION TYPE:</b>	RESUBMISSION		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>RESUBMIT DOCUMENT ID:</b>	900753338		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Ultimate Gourmet, L.L.C.		02/14/2023	Limited Liability Company: NEW JERSEY
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	FRG, LLC		
<b>Street Address:</b>	12735 Gran Bay Parkway		
<b>Internal Address:</b>	Suite 150		
<b>City:</b>	Jacksonville		
<b>State/Country:</b>	FLORIDA		
<b>Postal Code:</b>	32258		
<b>Entity Type:</b>	Limited Liability Company: FLORIDA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2806118	FIREHOUSE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2028576395		
<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>	2028576000		
<b>Email:</b>	TMdocket@afslaw.com		
<b>Correspondent Name:</b>	N. Christopher Norton, Esq.		
<b>Address Line 1:</b>	1717 K Street NW		
<b>Address Line 4:</b>	Washington, D.C. 20006		
<b>ATTORNEY DOCKET NUMBER:</b>	043336.00001		
<b>NAME OF SUBMITTER:</b>	Christopher Norton		
<b>SIGNATURE:</b>	/christopher norton/		
<b>DATE SIGNED:</b>	03/23/2023		
<b>Total Attachments: 3</b>			
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source=TM Assignment from Ultimate Gourmet to FRG LLC#page2.tif			



**TRADEMARK ASSIGNMENT**

WHEREAS, **Ultimate Gourmet, L.L.C.**, a New Jersey Limited Liability Company, with a mailing address of P.O. Box 967, Belle Mead, New Jersey 08502 ("Assignor") is the owner of all right, title, and interest in, under, and to the trademark FIREHOUSE (the "Trademark") and the corresponding trademark registration number 2806118 (the "Registration"); and

WHEREAS, **FRG, LLC**, a Florida Limited Liability Company, with a business address of 12735 Gran Bay Parkway, Suite 150, Jacksonville, Florida 32258 ("Assignee"), is desirous of acquiring all right, title, and interest in, under, and to the Trademark; and

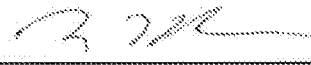
WHEREAS, pursuant to and as set forth in that certain Trademark Purchase and Assignment Agreement, with an Effective Date of February 14, 2023, Assignor assigned the Trademark, the goodwill associated therewith, and the Registration, to Assignee;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns, transfers, and sets over unto Assignee *nunc pro tunc* effective as of February 14, 2023, all right, title, and interest in, under, and to the Trademark, together with the goodwill inherent therein, the Registration, and the right to bring suit and recover damages for past infringement thereof, the same to be held and enjoyed by Assignee, its successors, assigns, and other legal representatives.

Ultimate Gourmet, L.L.C.

FRG, LLC

By: Revital Almagor  
Digitally signed by Revital Almagor  
DN: cn=Revital Almagor, o=Ultimate Gourmet  
L.L.C., ou=Ultimate Gourmet LLC,  
email=Revital.Almagor@ultimategourmet.com, c=US  
Date: 2023.02.14 15:28:39 -0500

By: 

Name: Revital Almagor

Name: Michele Keusch

Title: President

Title: Vice President, Legal, Corporate

Date: February 14, 2023

Date: 2-27-23

Schedule A – Assignment Agreement

(next page)

*TA*

**SCHEDULE A**

<b>Country</b>	<b>Mark</b>	<b>Reg. No.</b>	<b>Reg. Date</b>	<b>Class</b>
USA	FIREHOUSE	2806118	January 20, 2004	30