

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM797366

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Acosta, Inc.		12/31/2019	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Acosta Acquisition Corp.		
Street Address:	6600 Corporate Center Parkway		
City:	Jacksonville		
State/Country:	FLORIDA		
Postal Code:	32202		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 12			
Property Type	Number	Word Mark	
Registration Number:	2018943	ACOSTA	
Registration Number:	4759375	ACOSTA	
Registration Number:	4577084	DECONSTRUCTION	
Registration Number:	4565719	DESIGNED TO DRIVE PURCHASE	
Registration Number:	4593880	HUNTER STRAKER	
Registration Number:	4642722	PURCHASE DESIGN	
Registration Number:	4153906	THE WHY? BEHIND THE BUY	
Registration Number:	4782804	THE WHY? BEHIND THE DINE	
Registration Number:	4721707	THE WHY? BEHIND THE DINE	
Registration Number:	5037512	THE WHY? BEHIND THE DINE	
Registration Number:	4334536	TRUSTED BRANDS TRUST US	
Registration Number:	4334531	TRUSTED BRANDS TRUST US	
CORRESPONDENCE DATA			
Fax Number:	9045986212		
<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:	904-598-6112		
Email:	krowe@sgrlaw.com		
Correspondent Name:	Katharine F. Rowe		
Address Line 1:	50 N. Laura Street		

OP \$315.00 2018943

Address Line 2: Suite 2600
Address Line 4: Jacksonville, FLORIDA 32202

NAME OF SUBMITTER: Katharine F. Rowe

SIGNATURE: /Katharine F. Rowe/

DATE SIGNED: 03/24/2023

Total Attachments: 2
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CONFIRMATION OF ASSIGNMENT

Effective as of December 31, 2019, Acosta, Inc., a Delaware corporation with an address of 6600 Corporate Center Parkway, Jacksonville, Florida 32216 (the "Assignor"), did assign all of its right, title and interest in the trademark registrations listed on Attachment A attached hereto (the "Trademark Registrations"), together with the goodwill symbolized by the marks, to Acosta Acquisition Corp., a Delaware corporation with an address of 6600 Corporate Center Parkway, Jacksonville, Florida 32216 ("Assignee").

Assignor does hereby direct Assignee to record this confirmation of assignment with the United States Patent and Trademark Office with respect to the Trademark Registrations.

Acosta, Inc. ("Assignor")

By: 
Name: Todd C. Johnson
Title: Chief Legal Officer

Acosta Acquisition Corp. ("Assignee")

By: 
Name: Todd C. Johnson
Title: Chief Legal Officer

Attachment A

ACOSTA Reg. No. 2,018,943
ACOSTA Reg. No. 4,759,375
DECONSTRUCTION Reg. No. 4,577,084
DESIGNED TO DRIVE PURCHASE Reg. No. 4,565,719
HUNTER STRAKER Reg. No. 4,593,880
PURCHASE DESIGN Reg. No. 4,642,722
THE WHY? BEHIND THE BUY Reg. No. 4,153,906
THE WHY? BEHIND THE DINE Reg. No. 4,782,804
THE WHY? BEHIND THE DINE Reg. No. 4,721,707
THE WHY? BEHIND THE DINE Reg. No. 5,037,512
TRUSTED BRANDS TRUST US Reg. No. 4,334,536
TRUSTED BRANDS TRUST US Reg. No. 4,334,531

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