

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM793038

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Helen Goblirsch		03/07/2023	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Kirsten Kelli, LLC		
Street Address:	114 Express Street		
City:	Dallas		
State/Country:	TEXAS		
Postal Code:	75207		
Entity Type:	Limited Liability Company: TEXAS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3033911	OFF THE FLOOR	
CORRESPONDENCE DATA			
Fax Number:	8326152776		
<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:	832-615-2744		
Email:	fmtrademarks@munckwilson.com		
Correspondent Name:	Catherine Rifai, Munck Wilson Mandala		
Address Line 1:	1330 Post Oak Blvd, STE 2850		
Address Line 4:	Houston, TEXAS 77056		
ATTORNEY DOCKET NUMBER:	KRKE01-00002		
NAME OF SUBMITTER:	Catherine L. Rifai		
SIGNATURE:	/Catherine L. Rifai/		
DATE SIGNED:	03/09/2023		
Total Attachments: 2			
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TRADEMARK ASSIGNMENT

WHEREAS, Helen Goblirsch, an individual with an address of 7518 Eastern Avenue, No. 308 Dallas, Texas 75209 (hereafter referred to as "Assignor"), owns certain United States common law trademark rights in and to the word mark **OFF THE FLOOR** and the United States Trademark Registration set forth below (hereafter referred to as the "Trademark"):

Mark	Country	App. No.	App. Date	Reg. No.	Reg. Date	Covered Services
OFF THE FLOOR	U.S.	76/618,394	10/29/2004	3,033,911	12/27/2005	Class 35: retail furniture stores

(hereinafter referred to as the "Trademark Registration").

WHEREAS, the Trademark has been in use in U.S. commerce on and in connection with various retail furniture store services since at least as early as October 14, 2004;

WHEREAS, Kirsten Kelli, LLC, a limited liability company with an address of 114 Express Street, Dallas, Texas 75207, duly organized under the laws of the State of Texas (hereinafter referred to as "Assignee"), desires to acquire all right, title, and interest in and to the Trademark, including any choses in action relating to said Trademark, together with the goodwill of the business symbolized by the Trademark and the registration thereof set forth above; and

WHEREAS, it is desired that the assignment of the Trademark Registration listed above be made a matter of record in the United States Patent and Trademark Office.

NOW, THEREFORE, for good and valuable consideration, the full receipt and sufficiency of which is hereby acknowledged, and intending to be legally bound hereby, Assignor hereby sells, assigns, transfers and conveys unto Assignee all of its right, title and interest in and to the aforesaid Trademark, including any choses in action relating to said Trademark, claims for damages, profits and costs, both in equity and law, for any infringement or infringements of said

trademark rights accruing on or before the date of this Assignment, together with the goodwill of the business symbolized by the Trademark, and including the application thereof as set forth above, and further, Assignor hereby covenants, agrees and undertakes to execute, whenever requested by Assignee, and at no cost to Assignor, all reasonably necessary applications, assignments, lawful oaths and other papers which Assignee may reasonably require for securing to Assignee or for maintaining for Assignee the Trademark hereby assigned.

Assignor

By: Helen Goblirsch

Name: Helen Goblirsch

Title: Individual

Date: 03/07/2023

Assignee

By: Kelli O. Ford

Name: Kelli O. Ford

Title: Co-Founder

Date: March 7, 2023