

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM796165

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Park Hill Collections, LLC		02/17/2023	Limited Liability Company: ARKANSAS
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	The Gerson Company		
<b>Street Address:</b>	1450 S. Lone Elm Road		
<b>City:</b>	Olathe		
<b>State/Country:</b>	KANSAS		
<b>Postal Code:</b>	66061		
<b>Entity Type:</b>	Corporation: MISSOURI		
<b>PROPERTY NUMBERS Total: 7</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	6835562		
<b>Registration Number:</b>	6142923	PARK HILL	
<b>Registration Number:</b>	6142922	PARK HILL	
<b>Registration Number:</b>	5934392	SWEET TEA	
<b>Registration Number:</b>	4378696	PARK HILL COLLECTION	
<b>Registration Number:</b>	4378695	PARK HILL COLLECTION	
<b>Registration Number:</b>	4981931	BUILT BY HEROES	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	8167539996		
<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>	816-753-5400		
<b>Email:</b>	ashaffer@mcdowellrice.com		
<b>Correspondent Name:</b>	Arthur Shaffer		
<b>Address Line 1:</b>	605 West 47th Street		
<b>Address Line 2:</b>	Suite 350		
<b>Address Line 4:</b>	Kansas City, MISSOURI 64112		
<b>NAME OF SUBMITTER:</b>	Arthur Shaffer		
<b>SIGNATURE:</b>	/Arthur Shaffer/		

OP \$190.00 6835562

<b>DATE SIGNED:</b>	03/21/2023
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**Total Attachments: 3**  
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source=Assignment\_Gerson\_ParkHill#page3.tif

**ASSIGNMENT**

WHEREAS, PARK HILL COLLECTIONS, LLC (referred to hereinafter as "PARK HILL"), an Arkansas limited liability company, has adopted and used the trademarks listed on Exhibit A and further described on Exhibit B, including the foreign marks, attached hereto (The "Marks"); and

WHEREAS, THE GERSON COMPANY, (hereinafter "GERSON"), a Missouri corporation is desirous of acquiring the entire right, title and interest in and to said Marks;

WHEREAS, GERSON and PARK HILL entered into an ASSET PURCHASE AGREEMENT providing that PARK HILL and GERSON shall provide such other and further documents as may be necessary to effectively transfer and convey the said Marks;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said PARK HILL does hereby assign unto the said GERSON, all right, title and interest in and to the said marks, together with the good will of the business symbolized by the marks, the applications for registration and registrations therefor, and all claims for damages arising out of or relating to past, present or continuing infringements thereof, if any, with the right to sue and collect all such damages associated with said Marks;

PARK HILL hereby covenants that it has full right, power and authority and has been duly authorized to convey the full right, title and interest herein assigned, and that it has not and will not execute any agreement in conflict herewith or make any challenge. PARK HILL further covenants that, when requested by GERSON, it will execute all documents and take all actions as may be necessary, desirable or convenient to enable GERSON to obtain, maintain and enforce its rights and interest in and to the Marks in any and all countries around the world.

IN TESTIMONY WHEREOF, Park Hill Collections, LLC has executed this Assignment by its proper officers thereunto duly authorized.

DATED this 17<sup>th</sup> day of February, 2023.

**PARK HILL COLLECTIONS, LLC**

By: *Herren Hickingbotham*  
Herren Hickingbotham, Member

By: *Gene Whisenhunt*  
Gene Whisenhunt, Member

By: *Brooks Snow*  
Brooks Snow, Member

STATE OF ARKANSAS    )  
                                          ) ss.  
COUNTY OF PULASKI    )

On this 17<sup>th</sup> day of February, 2023, before me personally appeared Herren Hickingbotham, Gene Whisenhunt and Brooks Snow, who acknowledged they are the Members of Park Hill Collections, LLC, an Arkansas limited liability company, the assignor in the foregoing instrument, and that they, as such Members, signed the foregoing instrument as a free act on behalf of the identified limited liability company with authority to do so.

*Sandra K Baxter*  
Notary Public

SEAL

My Commission Expires:

6/12/29

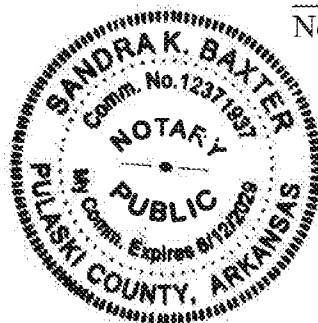


EXHIBIT A:

U.S. REGISTERED TRADEMARKS

U.S. Reg. No. 6,835,562

U.S. Reg. No. 6,142,923

U.S. Reg. No. 6,142,922

U.S. Reg. No. 5,934,392

U.S. Reg. No. 4,378,696

U.S. Reg. No. 4,378,695

PRIOR U.S. REGISTERED TRADEMARK

Prev. U.S. Reg. No. 4,981,931

CANADIAN TRADEMARK APPLICATIONS

Pending Can. App. No. 2,039,080

Pending Can. App. No. 2,039,079

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