

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM816270

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Shawn D. Nelson		06/01/2023	INDIVIDUAL:
RECEIVING PARTY DATA			
Name:	The Lovesac Company		
Street Address:	Two Landmark Square, Suite 300		
City:	Stamford		
State/Country:	CONNECTICUT		
Postal Code:	06901		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	5375842	DESIGNED FOR LIFE	
CORRESPONDENCE DATA			
Fax Number:	8013281707		
<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:	8015339800		
Email:	lbateman@wnlaw.com		
Correspondent Name:	David B. Dellenbach		
Address Line 1:	60 East South Temple, Suite 1000		
Address Line 4:	Salt Lake City, UTAH 84111		
NAME OF SUBMITTER:	David B. Dellenbach		
SIGNATURE:	/David B Dellenbach/		
DATE SIGNED:	06/09/2023		
Total Attachments: 2			
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OP \$40.00 5375842

DEED OF TRADEMARK ASSIGNMENT

WHEREAS, Shawn D. Nelson (hereinafter referred to as "Assignor"), a citizen of the United States of America, having a primary residence of 971 E. Comanche Circle, Washington, Utah 84780, is the owner of the entire right, title, and interest in and to the following trademark:

- DESIGNED FOR LIFE, United States Serial No. 86/890,302 filed January 28, 2016, United States Registration No. 5,375,842 registered January 9, 2018 ("Trademark");

WHEREAS, The Lovesac Company (hereinafter referred to as "Assignee"), a corporation of the state of Delaware, having a principal place of business at Two Landmark Square, Suite 300, Stamford, Connecticut 06901, desires to obtain the entire right, title, and interest, and all accrued rights, in and to the Trademark, together with the goodwill of the business symbolized by and associated with the Trademark;

NOW, THEREFORE, in consideration of one dollar (\$1.00) and other good and valuable consideration paid to Assignor by Assignee, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR HEREBY ASSIGNS TO ASSIGNEE the entire right, title, and interest, and all accrued rights, in and to the Trademark, together with the goodwill of the business symbolized by and associated with the Trademark.

Assignor hereby authorizes and requests the United States Commissioner for Trademarks, and such officials in foreign countries as are duly authorized by their laws to register trademarks, to transfer registration of the Trademark to Assignee as the owner of the entire interest, for the sole use and benefit of the said Assignee, its successors, assigns and legal representatives.

This Assignment is and will be binding upon Assignor, his heirs, and his legal representatives. Assignor represents and warrants that he has the right and authority to agree to the terms of this Assignment. Assignee accepts and agrees to the assignments and transfers identified

herein. This Assignment may be executed in separate counterparts, which, when combined, constitute the same agreement. This Assignment may be executed manually or by electronic signature. A faxed or scanned and electronically transmitted facsimile of a signature-bearing page will be conclusive evidence of execution and delivery.

EFFECTIVE the 5.15.23 day of May, 2023.

IN WITNESS WHEREOF, Assignor and Assignee have caused the hands of their respective duly authorized representatives to be subscribed hereto.


Assignor



Name: Shawn D. Nelson

Date: June 1, 2023

Assignee



Name: The Lovesac Company

By: Shawn D. Nelson

Date: June 1, 2023