

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM827847

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Nisso Larden		07/28/2023	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Hey Honey Inc.		
Street Address:	5628 Palmer Boulevard		
City:	Sarasota		
State/Country:	FLORIDA		
Postal Code:	34232		
Entity Type:	Corporation: FLORIDA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	6276503	HEY HONEY	
CORRESPONDENCE DATA			
Fax Number:			
<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:	704-331-3587		
Email:	clt-tmcorrespondence@mvalaw.com		
Correspondent Name:	Moore & Van Allen PLLC		
Address Line 1:	100 North Tryon Street, Suite 4700		
Address Line 4:	Charlotte, NORTH CAROLINA 28203		
ATTORNEY DOCKET NUMBER:	049220.3		
NAME OF SUBMITTER:	Samantha N. Skains-Menchaca		
SIGNATURE:	/sns/		
DATE SIGNED:	07/28/2023		
Total Attachments: 5			
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OP \$40.00 6276503

TRADEMARK ASSIGNMENT AGREEMENT

This TRADEMARK ASSIGNMENT AGREEMENT (“**Trademark Assignment**”), is by and between Nisso Larden, a United States individual having an address at 5628 Palmer Boulevard, Sarasota, Florida United States 34232 (“**Assignor**”), and Hey Honey Inc., a Florida corporation having an address at 5628 Palmer Boulevard, Sarasota, Florida United States 34232 (“**Assignee**”).

WHEREAS, Assignor and Assignee desire for Assignor to assign, convey, and transfer to Assignee, and Assignee to accept, acquire, and receive, all of Assignor’s rights, title, and interest in and to the Assigned Marks, as set forth in greater detail herein.

NOW THEREFORE, Assignor and Assignee agree as follows:

1. Assignment. For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns, conveys, and transfers to Assignee, and Assignee hereby accepts, acquires, and receives, all of Assignor’s worldwide rights (including statutory and common-law rights and all intellectual-property rights), title, and interest in and to the following, the same to be held and enjoyed by said Assignee as fully and entirely as the same would have been held by Assignor had this assignment, conveyance, and transfer not been made:

(a) the marks HEY HONEY, and any and all other marks owned by Assignor but used solely for or in connection with the HEY HONEY business (whether registered, unregistered, or pending) and all formatives and stylizations thereof, as well as any designs, logos, trade dress, trade styles, trade names, service names, brand names, product names, fictitious names, symbols (including business symbols), slogans, and other source identifiers, names, translations, and foreign or international equivalents used for (but only those used solely for or in connection with) one or more of such marks; all applications, registrations, issuances, extensions, recordals, and renewals for any of the foregoing, including, without limitation, the registration set forth on Schedule A hereto, together with the goodwill of the business connected with the use of, and symbolized by, any and all of the foregoing (“**Assigned Marks**”);

(b) all rights of any kind whatsoever of Assignor in and to the Assigned Marks accruing under the laws of all countries and any political subdivisions or collections thereof (and including all rights accruing by virtue of bilateral or international treaties and conventions), including the United States and all states thereof, for the full term and all renewals thereof, and including under parts (c) and (d) herein;

(c) any and all royalties, fees, income, payments, and other proceeds now or hereafter due or payable with respect to any and all of the Assigned Marks, including under parts (b) and (d) herein; and

(d) any and all claims and causes of action with respect to any of the Assigned Marks, whether accruing before, on, or after the date hereof, including all rights to and claims for damages, restitution, and injunctive and other legal and equitable relief for past, present, and future infringement, dilution, misappropriation, violation, misuse, breach, or default, with the right but no obligation to sue for such legal and equitable relief and to

collect, or otherwise recover, any such damages, and including under parts (b) and (c) herein.

2. Recordation. Assignor hereby authorizes the U.S. Patent and Trademark Office to record and register this Trademark Assignment upon request by Assignee.

3. Successors and Assigns. This Trademark Assignment shall be binding upon and shall inure to the benefit of the parties hereto and their respective successors and assigns.

IN WITNESS WHEREOF, Assignor and Assignee, intending to be legally bound, have each duly executed and delivered this Assignment to be effective as of Assignor's execution date.

[SIGNATURE PAGES FOLLOW]

Assignor

Nisso Larden

By:  _____

Name: Nisso Larden

Title: Self

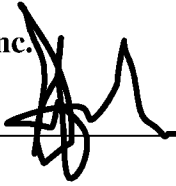
Date: _____ July 28th _____, 2023

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Assignee

Hey Honey Inc.

By: _____

A handwritten signature in black ink, appearing to read 'Katerina Yoffe Larden', is written over a horizontal line.

Name: Katerina Yoffe Larden

Title: President and CEO

Date: ___July 28_____, 2023

SCHEDULE A

Mark	Reg. No.	Date	Class
HEY HONEY	6,276,503	Registered: February 23, 2021	4