

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM832484

<b>SUBMISSION TYPE:</b>	RESUBMISSION		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>RESUBMIT DOCUMENT ID:</b>	900780073		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Brandon Heller		06/16/2023	INDIVIDUAL: UNITED STATES
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Best Brands Group, LLC		
<b>Street Address:</b>	4820 DANBY DR		
<b>City:</b>	NASHVILLE		
<b>State/Country:</b>	TENNESSEE		
<b>Postal Code:</b>	37211		
<b>Entity Type:</b>	Limited Liability Company: TENNESSEE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	5443584	SWEETSPOT	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	6153344702		
<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>	6158619867		
<b>Email:</b>	bheller@bestbrandsgroup.com		
<b>Correspondent Name:</b>	Brandon Heller		
<b>Address Line 1:</b>	4820 DANBY DR		
<b>Address Line 4:</b>	NASHVILLE, TENNESSEE 37211		
<b>NAME OF SUBMITTER:</b>	Brandon Heller		
<b>SIGNATURE:</b>	/Brandon Heller/		
<b>DATE SIGNED:</b>	08/16/2023		
<b>Total Attachments: 2</b>			
source=Trademark Assignment (SweetSpot) - Brandon M. Heller - Best Brands Group, LLC (signed) #page1.tif			
source=Trademark Assignment (SweetSpot) - Brandon M. Heller - Best Brands Group, LLC (signed) #page2.tif			

Brandon Heller  
4820 Danby Dr.  
Nashville, TN 37211  
Bheller21@gmail.com  
(631)766-7116  
June 16, 2023

Best Brands Group, LLC  
4820 Danby Dr  
Nashville, Tennessee 37211  
United States

**Subject: Trademark Assignment**

Dear Brandon Heller,

Re: Assignment of Trademark

This letter serves as an agreement for the assignment of a registered trademark from Brandon Heller (the "Assignor") to Best Brands Group, LLC (the "Assignee").

The Assignor is the sole owner and registrant of the trademark registered under SweetSpot® with registration number 6176126 (the "Trademark"). The Assignor intends to assign all rights, title, and interest in the Trademark to the Assignee for valuable consideration.

Both parties agree to the following terms and conditions:

1. **Assignment of Trademark:** The Assignor assigns all rights, title, and interest in the Trademark to the Assignee, effective as of 6/16/2023. The Assignee acknowledges the assignment and accepts all rights, title, and interest in the Trademark.
2. **Consideration:** In consideration for the assignment of the Trademark, the Assignee agrees to pay the Assignor the sum of \$1.00 which shall be paid in full by 6/16/2023. The Assignor acknowledges the receipt of the full consideration amount as agreed upon.
3. **Representation and Warranty:** The Assignor represents and warrants that they are the sole owner of the Trademark, and the Trademark is free from any liens, claims, or encumbrances. The Assignor further represents that they have the full right and authority to assign the Trademark to the Assignee.
4. **Governing Law:** This agreement shall be governed by and construed in accordance with the laws of the state of Tennessee.

Please review this agreement carefully. If you agree with the terms and wish to proceed with the assignment, please sign and return a copy of this letter via email no later than 6/16/2023. Upon receipt of the signed agreement, we will proceed with the necessary filings and registrations to effectuate the assignment of the Trademark to the Assignee.

If you have any questions or require further clarification, please do not hesitate to contact me.

Thank you for your prompt attention to this matter.

Yours sincerely,

Brandon Heller  
Managing Principal  
Best Brands Group, LLC

**Accepted and agreed:**

Brandon Heller



6/16/2023