

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM842876

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Embrace Pet Insurance Agency, LLC		09/29/2023	Limited Liability Company: OHIO
RECEIVING PARTY DATA			
Name:	Cleveland Holdings, LLC		
Street Address:	4530 Richmond Road		
City:	Cleveland		
State/Country:	OHIO		
Postal Code:	44128		
Entity Type:	Limited Liability Company: OHIO		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Serial Number:	97638249	EMBRACE PET INSURANCE	
Serial Number:	97774705	E	
Serial Number:	98108236	ZOOMIE	
Serial Number:	98119450	ZOOMIES	
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:	202.469.5558		
Email:	Andrea.Simonich@hklaw.com		
Correspondent Name:	Andrea Simonich		
Address Line 1:	800 17th Street N.W.		
Address Line 2:	Suite 1100		
Address Line 4:	Washington, D.C. 20005		
ATTORNEY DOCKET NUMBER:	162123.00020		
NAME OF SUBMITTER:	Andrea Simonich		
SIGNATURE:	/Andrea Simonich/		
DATE SIGNED:	09/29/2023		
Total Attachments: 2			

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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT is made as of this 29th day of September, 2023 (the "Assignment"), between Embrace Pet Insurance Agency, LLC, an Ohio Limited Liability Company, located and doing business at 4530 Richmond Road, Cleveland, Ohio 44128 (the "Assignor") and Cleverland Holdings LLC, an Ohio Limited Liability Company, located and doing business at 4530 Richmond Road, Cleveland, Ohio 44128 (the "Assignee").

WHEREAS, Assignor is the owner of the following marks and associated U.S. Trademark Registrations and Applications:

App. No.	Reg. No.	Trademark
97638249		EMBRACE PET INSURANCE & Design
97774705		E Logo
98108236		ZOOMIE
98119450		ZOOMIES

WHEREAS, Assignor wishes to sell, transfer and assign all of its right, title and interest in and to the marks and the Trademark Registrations and Applications together with all business associated with the marks and the goodwill of the business with which the marks is used and which is symbolized by the marks; and

WHEREAS, Assignee desires to acquire all right, title and interest in and to the marks and the Trademark Registrations and Applications together with all business associated with the marks and the goodwill of the business with which the marks is used and which is symbolized by the marks.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby irrevocably sells, assigns, transfers and delivers to Assignee, the entire right, title and interest, whether statutory or at common law, in and to the marks, all business associated with the marks and the goodwill of the business connected with the use of and symbolized by the marks.

Assignor further authorizes the Commissioner of Trademarks of the United States to record the assignment of these Trademark Registrations and Applications and all rights, title, and interest thereto to Assignee as the property of Assignee, its successors, legal representatives and assigns, if applicable, in accordance with the terms of this Assignment.

IN WITNESS WHEREOF, the Assignor has caused this instrument to be signed by a duly authorized officer as of the day and year first written above.

EMBRACE PET INSURANCE
AGENCY, LLC

By: 

Name: Andrea Manna

Title: Compliance Mgr