

TRADEMARK ASSIGNMENT COVER SHEET

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SUBMISSION TYPE:	RESUBMISSION		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
RESUBMIT DOCUMENT ID:	900803646		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Kadenwood Social, LLC		09/28/2023	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	B&B AZ Holdings, LLC		
Street Address:	3279 East Harbour Drive		
City:	Phoenix		
State/Country:	ARIZONA		
Postal Code:	85034		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 8			
Property Type	Number	Word Mark	
Serial Number:	88824443	SWIFTRECOVERY	
Serial Number:	88400219	S	
Serial Number:	88400290	SOCIAL	
Serial Number:	88983746	S	
Serial Number:	88983745	SOCIAL	
Serial Number:	88799792	SOCIAL	
Serial Number:	88982897	S SOCIAL CBD	
Serial Number:	97245720	S SOCIAL CBD	
CORRESPONDENCE DATA			
Fax Number:	7032436410		
<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:	7032436333		
Email:	docketing@mwzb.com		
Correspondent Name:	Adam D. Mandell		
Address Line 1:	2200 Clarendon Blvd., Ste 1400		
Address Line 4:	Arlington, VIRGINIA 22201		
ATTORNEY DOCKET NUMBER:	BBAZ-0002-X		

NAME OF SUBMITTER:	Adam D. Mandell
SIGNATURE:	/adm/
DATE SIGNED:	10/10/2023
Total Attachments: 5 source=new signed assignment#page1.tif source=new signed assignment#page2.tif source=new signed assignment#page3.tif source=new signed assignment#page4.tif source=new signed assignment#page5.tif	

TRADEMARK ASSIGNMENT

This Assignment (the "Assignment") is made effective as of this 28th day of September, 2023 from Kadenwood Social, LLC, a limited liability company organized under the laws of Delaware, with an address of 450 Newport Center Drive, Suite 550 Newport Beach CA 92660 (the "ASSIGNOR"), to B&B AZ Holdings, LLC, a limited liability company organized under the laws of Delaware, with an address of 3279 East Harbour Drive, Phoenix, Arizona 85034 (the "ASSIGNEE").

WHEREAS, ASSIGNOR is the owner of the trademarks (the "Marks") as described in Exhibit A, attached hereto and incorporated by reference herein, together with the goodwill of the business symbolized thereby in connection with the goods and services on which the Marks are used as well as that part of the business to which the Marks pertain (the "Goods and Services").

WHEREAS, ASSIGNOR desires to convey, transfer, assign, deliver, and contribute to ASSIGNEE all rights, title, and interest in and to the Marks, the goodwill associated therewith and that part of the business to which the Marks pertain.

NOW, THEREFORE, in consideration of the payment of one dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby conveys, transfers, assigns, delivers, and contributes to ASSIGNEE all right, title and interest of whatever kind in and to the Marks, together with: (a) the goodwill of the business relating to the Goods and Services in respect upon which the Marks are used and for which they are registered; (b) all income, royalties, and damages due or payable to ASSIGNOR with respect to the Marks including, without limitation, damages and payments for past and future infringements and misappropriations of the Marks; and (c) all rights to sue for past, present and future infringements or misappropriations of the Marks and that part of the business to which the Marks pertain.

ASSIGNOR further covenants that it will execute all documents, papers, forms and authorizations and take all other actions that may be necessary for securing, completing or vesting in ASSIGNEE full right, title, and interest in and to the Marks and the business transferred in connection therewith.

IN WITNESS WHEREOF, ASSIGNOR has duly executed and delivered this Assignment, as of the day and year first written above.

ASSIGNOR, Kadenwood Social, LLC

[signature]

By: Bryan Parkinson

Its: Director


ASSIGNEE, B&B AZ Holdings, LLC


[signature]


By: Brent Roland


Its: President

EXHIBIT A

Jurisdiction	Mark	Class/Goods/Services	Ser. No.	Filing date
U.S.	SWIFTRECOVERY	<p>3: Hemp oil in the nature of body oils and face oils containing CBD derived from hemp with a delta-9 tetrahydrocannabinol (THC) concentration of not more than 0.3 percent on a dry weight basis; hemp extracts in the nature of topical herb extracts for cosmetic purposes derived from hemp with a delta-9 tetrahydrocannabinol (THC) concentration of not more than 0.3 percent on a dry weight basis; topical herbal extracts for cosmetic purposes; mints for breath freshening containing CBD derived from hemp with a delta-9 tetrahydrocannabinol (THC) concentration of not more than 0.3 percent on a dry weight basis; non-medicated herbal topical creams, salves, and ointments for the relief of aches and pain, all of the foregoing containing hemp oil derived from hemp with a delta-9 tetrahydrocannabinol (THC) concentration of not more than 0.3 percent on a dry weight basis; dissolvable breath freshening strips containing CBD derived from hemp with a delta-9 tetrahydrocannabinol (THC) concentration of not more than 0.3 percent on a dry weight basis; any CBD in the goods being solely derived from hemp with a delta-9 tetrahydrocannabinol (THC) concentration of not more than 0.3 percent on a dry weight basis</p> <p>5: Hemp oil in the nature of medicinal oils containing CBD derived from hemp with a delta-9 tetrahydrocannabinol (THC) concentration of not more than 0.3 percent on a dry weight basis; hemp extracts in the nature of medicinal herb extracts containing hemp derived from hemp with a delta-9 tetrahydrocannabinol (THC) concentration of not more than 0.3 percent on a dry weight basis; herbal tinctures for medical purposes; herbal extracts for medical purposes; dietary and nutritional supplements containing hemp oil derived from hemp with a delta-9 tetrahydrocannabinol (THC) concentration of not more than 0.3 percent on a dry weight basis; medicated lotions for skin, face, hands, and body; medicated herbal topical creams, salves, and ointments for the relief of aches and pain, all of the foregoing containing hemp oil derived from hemp with a delta-9 tetrahydrocannabinol (THC) concentration of not more than 0.3 percent on a dry weight basis; natural supplements for treatment of pain and soreness; herbal supplements for treatment of pain and soreness in the form of oral sprays, mints, and dissolvable strips; oral sprays for treatment of pain and soreness, containing CBD derived from hemp with a delta-9 tetrahydrocannabinol (THC) concentration of not more than 0.3 percent on a dry weight basis; natural remedy preparations for treatment of pain and soreness; any CBD in the goods being solely derived from hemp with a delta-9 tetrahydrocannabinol (THC) concentration of not more than 0.3 percent on a dry weight basis</p>	88824443	March 6, 2020
U.S.		5: Medicinal hemp oil containing CBD derived from hemp; medicated lotions for skin, face, hands, and body; medicated herbal topical creams, salves, and ointments for the relief of aches and pain, all of the foregoing containing hemp oil; all of the aforementioned goods containing CBD solely derived from hemp with a delta-9 tetrahydrocannabinol THC concentration of not more than 0.3 percent on a dry weight basis	88400219	April 24, 2019
U.S.	SOCIAL	5: Medicinal hemp oil containing CBD derived from hemp; medicated lotions for skin, face, hands, and body; medicated herbal topical creams, salves, and ointments for the relief of aches and pain, all of the foregoing containing hemp oil; all of the aforementioned goods	88400290	April 24, 2019

		containing CBD solely derived from hemp with a delta-9 tetrahydrocannabinol THC concentration of not more than 0.3 percent on a dry weight basis		
U.S.		<p>3: Massage oils and creams; hand, face, and body lotions and creams; non-medicated bath preparations; skin moisturizer masks; nutritional oils for cosmetic purpose; shave creams; after-shave balms, creams, and lotions; face, body, and hair oils; lip balms; lip cream; eye lotions; body masks; night cream; essential oils for personal use; beauty lotions; beauty creams for body care; bath oils; hair care oils and lotions; shower creams; skin moisturizing gel; nail cream; sun creams; after sun creams; SPF sun block sprays; moisturizers with SPF; sun block; sun-block lotions; dissolvable breath freshening strips; non-medicated breath freshening strips; breath freshening sprays; all of the aforementioned goods containing CBD solely derived from hemp with a delta-9 tetrahydrocannabinol THC concentration of not more than 0.3 percent on a dry weight basis</p> <p>9: Eyewear, namely, eyeglasses and sunglasses; eyewear cases; batteries; cell phone cases; carrying cases for cell phones; cell phone battery chargers; phone accessories, namely, cell phone grip holder</p> <p>18: All-purpose carrying bags; backpacks; tote bags; duffel bags</p> <p>21: Cups; mugs; bottles sold empty; sports bottles sold empty; water bottles sold empty</p> <p>25: Headwear, namely, hats, caps, beanies, stocking caps, baseball hats, and visors; clothing, namely, shirts, t-shirts, polo shirts, shorts, hooded sweatshirts, long-sleeve shirts, sweatshirts, tank tops, jackets, pants, tights, leggings, and socks; footwear, namely, shoes and sandals; swimwear, namely, men's and women's bathing suits, bikinis, trunks, and shorts</p> <p>30: White, milk, and dark chocolates; chocolate truffles; gummy candies; hard candies; jelly candies; candy mints; energy mints; none of aforementioned goods containing cannabis or CBD ingredients</p>	88983746	April 24, 2019
U.S.	SOCIAL	<p>3: Massage oils and creams; non-medicated bath preparations, namely, bath salts; skin moisturizer masks; nutritional oils for cosmetic purpose; face, body, and hair oils; lip balms; lip cream; eye lotions; body masks; night cream; hair care oils and lotions; nail cream; sun creams; after sun creams; SPF sun block sprays; moisturizers with SPF; sun block; sun-block lotions; dissolvable breath freshening strips; non-medicated breath freshening strips; breath freshening sprays; all of the aforementioned goods containing CBD solely derived from hemp with a delta-9 tetrahydrocannabinol THC concentration of not more than 0.3 percent on a dry weight basis</p> <p>9: Eyewear, namely, eyeglasses and sunglasses; eyewear cases; batteries; cell phone cases; carrying cases for cell phones; cell phone battery chargers; phone accessories, namely, cell phone grip holder</p> <p>18: All-purpose carrying bags; backpacks; tote bags; duffel bags</p> <p>21: Cups; mugs; bottles sold empty; sports bottles sold empty; water bottles sold empty</p>	88983745	April 24, 2019

		25: Headwear, namely, hats, caps, beanies, stocking caps, baseball hats, and visors; clothing, namely, shirts, t-shirts, polo shirts, shorts, hooded sweatshirts, long-sleeve shirts, sweatshirts, tank tops, jackets, pants, tights, leggings, and socks; footwear, namely, shoes and sandals; swimwear, namely, men's and women's bathing suits, bikinis, trunks, and shorts		
U.S.	SOCIAL	<p>3: Massage oils and creams; Non-medicated bath preparations, namely, bath salts; Skin moisturizer masks; Nutritional oils for cosmetic purpose; Face, body, and hair oils; Lip balms; Lip cream; Eye lotions; Body masks; Night cream; Hair care oils and lotions; Nail cream; Sun creams; After sun creams; SPF sun block sprays; Moisturizers with SPF; Sun block; Sun-block lotions; Dissolvable breath freshening strips; Non-medicated breath freshening strips; Breath freshening sprays; any hemp ingredients contained in the foregoing derived solely from hemp with less than .3% tetrahydrocannabinol (THC) on a dry weight basis and none of the foregoing containing CBD</p> <p>5: Hemp oil, derived solely from hemp with less than .3% tetrahydrocannabinol (THC) on a dry weight basis and not containing CBD.; Herbal tinctures for medical purposes; Herbal extracts for medicinal purposes; Hemp extracts for use as a nutritional supplement derived solely from hemp with less than .3% tetrahydrocannabinol (THC) on a dry weight basis and not containing CBD.; Dietary and nutritional supplements; Medicated lotions for skin, face, hands, and body; Herbal topical creams, salves, balms, and ointments for the relief of aches and pain; Natural herbal supplements; Oral sprays, mints, and dissolvable strips for pharmaceutical purposes; Natural remedy preparations for the treatment of anxiety, boosting energy, aiding sleep and restfulness, treatment of pain and soreness, gut health, and immune support; any hemp ingredients contained in the foregoing derived solely from hemp with less than .3% tetrahydrocannabinol (THC) on a dry weight basis and none of the foregoing containing CBD</p> <p>30: White, milk, and dark chocolates; Chocolate truffles; Gummy candies; Hard candies; Jelly candies; Candy mints; Energy mints; none of the foregoing containing ingredients derived from hemp and none of the foregoing containing CBD</p> <p>32: Dissolving or effervescent tablets used to make sports beverages, energy drinks, fruit-flavored beverages, drinking water, water beverages, sparkling water; Concentrates, syrups, or powders used in the preparation of sports beverages, energy drinks, fruit-flavored beverages, drinking water, water beverages, juices, soft drinks, sparkling water; Water-soluble pills, tablets, and powders for making beverages, namely, sports beverages, energy drinks, fruit-flavored beverages, drinking water, water beverages, juices, soft drinks, sparkling water; Preparations for making sports drinks and energy drinks; none of the foregoing containing ingredients derived from hemp and none of the foregoing containing CBD</p>	88799792	February 17, 2020
U.S.		3: Massage oils and creams; non-medicated bath preparations, namely, bath salts; skin moisturizer masks; nutritional oils for cosmetic purpose; face, body, and hair oils; lip balms; lip cream; eye lotions; body masks; night cream; hair care oils and lotions; nail cream; sun creams; after sun creams; SPF sun block sprays; moisturizers with SPF; sun block; sun-block lotions; dissolvable breath freshening strips; non-	88982897	April 24, 2019

		<p>medicated breath freshening strips; breath freshening sprays; all of the aforementioned goods being non-medicated and non-therapeutic and containing CBD solely derived from hemp with a delta-9 tetrahydrocannabinol THC concentration of not more than 0.3 percent on a dry weight basis</p> <p>9: Eyewear, namely, eyeglasses and sunglasses; eyewear cases; batteries; cell phone cases; carrying cases for cell phones; cell phone battery chargers; phone accessories, namely, cell phone grip holder</p> <p>18: All-purpose carrying bags; backpacks; tote bags; duffel bags</p> <p>21: Cups; mugs; bottles sold empty; sports bottles sold empty; water bottles sold empty</p> <p>25: Headwear, namely, hats, caps, beanies, stocking caps, baseball hats, and visors; clothing, namely, shirts, t-shirts, polo shirts, shorts, hooded sweatshirts, long-sleeve shirts, sweatshirts, tank tops, jackets, pants, tights, leggings, and socks; footwear, namely, shoes and sandals; swimwear, namely, men's and women's bathing suits, bikinis, trunks, and shorts</p>		
U.S.		<p>3: bath bombs; all of the aforementioned goods containing CBD solely derived from hemp with a delta-9 tetrahydrocannabinol (THC) concentration of not more than 0.3 percent on a dry weight basis</p> <p>5: Medicinal hemp oil containing CBD derived from hemp; herbal tinctures for medical purposes; hemp extracts for use as a dietary supplement; dietary and nutritional supplements containing hemp oil; medicated lotions for skin, face, hands, and body; medicated herbal topical creams, salves, and ointments for the relief of aches and pain, all of the foregoing containing hemp oil; natural supplements for treating anxiety; natural supplements for treating anxiety in the form of oral sprays, mints, and dissolvable strips; medicated oral sprays, mints, and dissolvable strips containing CBD derived from hemp; natural remedy preparations for the treatment of anxiety; all of the aforementioned goods containing CBD solely derived from hemp with a delta-9 tetrahydrocannabinol (THC) concentration of not more than 0.3 percent on a dry weight basis</p> <p>30: White, milk, and dark chocolates; chocolate truffles; gummy candies; hard candies; jelly candies; candy mints; energy mints; all of the aforementioned goods containing CBD solely derived from hemp with a delta-9 tetrahydrocannabinol (THC) concentration of not more than 0.3 percent on a dry weight basis</p> <p>32: Dissolving or effervescent tablets used to make drinks, namely, sports beverages, energy drinks, fruit-flavored beverages, and water-based beverages; concentrates, syrups, or powders used in the preparation of drinks, namely, sports beverages, energy drinks, fruit-flavored beverages, and water-based beverages; water-soluble pills, tablets, and powders for use in making beverages, namely, sports beverages, energy drinks, fruit-flavored beverages, and water-based beverages; all of the foregoing containing CBD solely derived from hemp with a delta-9 tetrahydrocannabinol (THC) concentration of not more than 0.3 percent on a dry weight basis</p>	97245720	January 30, 2022