

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM853079

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Benecci Corporation		11/10/2023	Corporation: CALIFORNIA
RECEIVING PARTY DATA			
Name:	The Trustees of the Olia Family Trust		
Street Address:	2 Rancho Circle		
City:	Lake Forest		
State/Country:	CALIFORNIA		
Postal Code:	92630		
Entity Type:	Trust: CALIFORNIA		
Composed Of:	<ul style="list-style-type: none"> • Ben Olia, UNITED STATES, INDIVIDUAL • Hasti Foroutan Olia, UNITED STATES, INDIVIDUAL 		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	2068846	SANTORELLI	
Registration Number:	2230749	PAZONI	
Registration Number:	3397734	BENECCI	
CORRESPONDENCE DATA			
Fax Number:	N/A		
<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:	9497600404		
Email:	efiling@knobbe.com		
Correspondent Name:	Knobbe Martens Olson & Bear, LLP		
Address Line 1:	2040 Main Street, 14th Floor		
Address Line 4:	Irvine, CALIFORNIA 92614		
ATTORNEY DOCKET NUMBER:	OLIA.000GEN		
NAME OF SUBMITTER:	Charles K. Crane		
SIGNATURE:	/Charles K. Crane/		
DATE SIGNED:	11/13/2023		
Total Attachments: 3			

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TRADEMARK ASSIGNMENT AGREEMENT

This Trademark Assignment Agreement ("Agreement") is effective as of the 10th day of November, 2023 (the "Effective Date"), by and between Benecci Corporation, a California corporation ("Assignor"), and the Trustees of the Olia Family Trust, a California trust, the trustees comprising Ben Olia, a U.S. citizen, and Hasti Foroutan Olia, a U.S. citizen ("Assignee").

RECITALS

WHEREAS, ASSIGNOR has adopted, used, is using or using through a licensee, or intends to use, and is, to the best of its knowledge and belief, the owner of the trademarks SANTORELLI, PAZONI, and BENECCI, and all other rights appurtenant thereto, including, but not limited to, all common law rights, trade name rights, causes of action, and the right to recover for past infringement (hereinafter the "Trademarks") in those countries throughout the world where ASSIGNOR has used and/or applied for the Trademarks.

WHEREAS, ASSIGNOR has acquired goodwill associated with and symbolized by said Trademarks and has not abandoned the same;

WHEREAS, ASSIGNOR owns the trademark registrations relating to the Trademarks set forth in Schedule A, attached hereto and incorporated herein by reference (hereinafter the "Registrations");

WHEREAS, ASSIGNEE desires to acquire all rights, title, and interest in and to the Trademarks and the Registrations; and

WHEREAS, ASSIGNOR is willing to assign to ASSIGNEE all rights, title, and interest as ASSIGNOR may possess in and to the Trademarks and the Registrations;

NOW, THEREFORE, for good and adequate consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby assigns and sells to ASSIGNEE all rights, title, and interest as ASSIGNOR may possess in and to (1) the Trademarks and (2) the Registrations, and all other rights appurtenant thereto, including, but not limited to, all common law rights, trade name rights, causes of action, and the right to recover for past infringement in those countries throughout the world where ASSIGNOR has used and/or applied for the Trademarks and Registrations, together with the goodwill symbolized by said Trademarks and Registrations, concurrent with the transfer of certain tangible assets as indicia of said goodwill.

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IN WITNESS WHEREOF, the parties have caused this instrument to be executed, as of the Effective Date of this Agreement.

ASSIGNOR
BENECCI CORPORATION

By: Ben Olia

Printed Name: Ben Olia

Title: Chief Executive Officer

Date: 11/10/23

ASSIGNEE
THE TRUSTEES OF THE OLIA FAMILY TRUST

By: Ben Olia

Printed Name: Ben Olia

Title: Trustee

Date: 11/10/23

By: Hasti Foroutan Olia

Printed Name: Hasti Foroutan Olia

Title: Trustee

Date: 11-10-23

SCHEDULE TO TRADEMARK ASSIGNMENT**Schedule A – Trademark Registrations**

U.S. Federal Trademark Registrations:

Mark	Reg. No.	Reg. Date	Intl. Class
SANTORELLI	2068846	10-June-1997	25
PAZONI	2230749	09-March-1999	25
BENECCI	3397734	18-March-2008	25

Foreign Trademark Registrations:

Country	Mark	Reg. No.	Reg. Date	Intl. Class
European Union	SANTORELLI	000951269	09-August-2001	3, 18, 25
United Kingdom	SANTORELLI	UK00900951269	09-August-2001	3, 18, 25