

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM858173

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
FYF-SML, LLC		04/28/2023	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	SW Vesta, Inc.		
Street Address:	122 E. Houston Street - Suite 105		
City:	San Antonio		
State/Country:	TEXAS		
Postal Code:	78205		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 12			
Property Type	Number	Word Mark	
Registration Number:	4664677	VESTA	
Registration Number:	4320966	SMILEY360	
Registration Number:	4351830	SINGLE-CLICK SHARING	
Registration Number:	4741528	SOCIAL MEDIA LINK	
Registration Number:	6156502	VESTA	
Registration Number:	5758673	ENGAGETECH	
Registration Number:	5758672	SIGHTPOINT	
Serial Number:	98022763	BAKERS BUNCH	
Serial Number:	97759076	TAIL TOWN PETS	
Serial Number:	97927438	PLANT-BASED EATING COMMUNITY	
Serial Number:	97858329	GREEN EATING COMMUNITY	
Serial Number:	97318706	FUR BUDDIES	
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>			
Email:	jshoup@kslawllp.com		
Correspondent Name:	Jason Shoup		
Address Line 1:	1305 E. Houston		

OP \$315.00 4664677

Address Line 4:	San Antonio, TEXAS 78205
NAME OF SUBMITTER:	Jason Shoup
SIGNATURE:	/Jason Shoup/
DATE SIGNED:	12/04/2023
Total Attachments: 2 source=Trademark Assignment FYFSML ED SW Vesta Inc#page1.tif source=Trademark Assignment FYFSML ED SW Vesta Inc#page2.tif	

TRADEMARK ASSIGNMENT

This Trademark Assignment (“**Assignment**”) is made as of April 28, 2023, by **FYF-SML, LLC**, a Delaware limited liability company (“**Assignor**”), in favor of **SW VESTA, INC.**, a Delaware corporation (“**Assignee**”).

Assignor is the sole and exclusive owner of the entire right, title and interest in, to, and under the United States trademark registration and application listed in **Schedule A**, including any common law trademark rights therefor (“**Marks**”); and


Assignor and Assignee have entered into an Agreement and Plan of Merger dated November 29, 2023 (“**Agreement**”), under which Assignor agreed to assign to Assignee all of Assignor’s right, title and interest in and to the Marks, together with the goodwill associated therewith.

For good and valuable consideration paid by Assignee to Assignor, the receipt and sufficiency of which is acknowledged, Assignor does sell, assign, transfer and set over to Assignee, Assignor’s entire right, title and interest in and to the Marks, together with the goodwill of the Marks, for the United States and for all foreign countries, including any renewals or extensions thereof that are or may be secured under the laws of the United States or foreign countries now or hereafter in effect and including the subject matter of all claims which may be obtained therefrom for its own use and enjoyment, and for the use and enjoyment of its successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment and sale had not been made; together with all income, royalties or payments due or payable as of the effective date of this Assignment or thereafter, including all claims for damages by reason of past, present or future infringement or other unauthorized use, with the right to sue for, and collect the same for its own use and enjoyment, and for the use and enjoyment of its successors, assigns, or other legal representatives.

This Assignment is deemed to be executed and delivered within the State of Texas, and it is the intention of the parties that it shall be construed, interpreted and applied in accordance with the laws of the State of Delaware without regard to its conflicts of law principles.

Assignor has duly executed this Assignment to be effective as of the date first written above.

FYF-SML, LLC

By: 

Susan Frech (Doc 1, 2023 04 28 09:55 ET)
Susan Frech
Founder

[Schedule of Trademarks follows.]

SCHEDULE A
Schedule of Trademarks

Mark	Application Date	Country	Registration/Serial Number	Registration Date
VESTA	Oct. 29, 2013	US	4664677	Dec. 30, 2014
SMILEY360	Aug. 23, 2012	US	4320966	Apr. 16, 2013
SINGLE-CLICK SHARING	Aug. 20, 2012	US	4351830	Jun. 11, 2013
SOCIAL MEDIA LINK	Aug. 23, 2012	US	4741528	May 26, 2015
VESTA	Aug. 07, 2019	US	6156502	Sep. 22, 2020
ENGAGETECH	Jan. 22, 2018	US	5758673	May 21, 2019
SIGHTPOINT	Jan. 22, 2018	US	5758672	May 21, 2019
BAKERS BUNCH	Jun. 01, 2023	US	98022763	Unregistered <i>Currently needs an office action response due April 31, 2024</i>
TAIL TOWN PETS	Jan. 18, 2023	US	97759076	Unregistered <i>Published for opposition on Nov. 21, 2023</i>
PLANT-BASED EATING COMMUNITY	May 09, 2023	US	97927438	Unregistered <i>Currently needs an office action response due May 9, 2024</i>
GREEN EATING COMMUNITY	Mar. 27, 2023	US	97858329	Unregistered <i>Currently needs an office action response due May 9, 2024</i>
FUR BUDDIES	Mar. 18, 2022	US	97318706	Unregistered <i>Revived on April 18, 2023. Need to check with the Examining Attorney. Response to Office Action required.</i>