

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM864116

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Consumer Product Partners, LLC		12/22/2023	Limited Liability Company: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	UPLIFT BRANDS, LLC		
<b>Street Address:</b>	8800 Page Avenue		
<b>City:</b>	St. Louis		
<b>State/Country:</b>	MISSOURI		
<b>Postal Code:</b>	63114		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 5</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	76661196	ALPINE X-TREME	
<b>Serial Number:</b>	87322299	MOUNTAIN FALLS	
<b>Serial Number:</b>	72337203	SCRUBBLES	
<b>Serial Number:</b>	77407189	SCRUBBLES	
<b>Serial Number:</b>	97816047	M MOUNTAIN FALLS	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	3142592020		
<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>	314-259-2000		
<b>Email:</b>	susan.murphy@bclplaw.com		
<b>Correspondent Name:</b>	Bryan Cave Leighton Paisner LLP		
<b>Address Line 1:</b>	211 North Broadway, Suite 3600		
<b>Address Line 4:</b>	St. Louis, MISSOURI 63102		
<b>ATTORNEY DOCKET NUMBER:</b>	3004882.4		
<b>NAME OF SUBMITTER:</b>	Lucinda A. Althausser		
<b>SIGNATURE:</b>	/Lucinda A. Althausser/		
<b>DATE SIGNED:</b>	12/27/2023		

CH \$140.00 76661196

**Total Attachments: 2**

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source=Vi-Jon Restructuring - Trademark Assignment (Mountain Falls Alpine Scrubbles) (002)#page2.tif

**Trademark Assignment**

For good and valuable consideration, the receipt of which is hereby acknowledged, Consumer Product Partners, LLC, a Delaware limited liability company, with a business address of 8800 Page Avenue, St. Louis, MO 63114 (“CPP”), hereby irrevocably assigns to Uplift Brands, LLC, a Delaware limited liability company, with a business address of 8800 Page Avenue, St. Louis, MO 63114 (“Uplift”), CPP’s entire right, title and interest in and to the trademarks and applications and registrations therefor set forth on Schedule A (the “Assigned Trademarks”), including the goodwill of the business connected with the use of, and symbolized by, said Assigned Trademarks, and the right to recover for past, present, and future infringement of said Assigned Trademarks, as successor to the business of CPP to which the Assigned Trademarks pertain, which business is ongoing and existing. UpLift hereby accepts said assignment.

Assignor does hereby authorize and request the Commissioner of Patents and Trademarks of the United States of America to record this assignment.

Executed as of the 22nd day of December, 2023.

Consumer Product Partners, LLC (“**CPP**”)

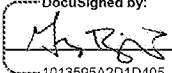
By:  \_\_\_\_\_  
1013595A2D1D405...

Name: Gregory Billhartz

Title: Vice President

Accepted:

UpLift Brands, LLC (“**Uplift**”)

By:  \_\_\_\_\_  
1013595A2D1D405...

Name: Gregory Billhartz

Title: Vice President

**Schedule A**

**Assigned Trademarks**

Trademark Registrations:

<b><u>Mark</u></b>	<b><u>Reg. #</u></b>	<b><u>Registered</u></b>	<b><u>Serial #</u></b>	<b><u>Filed</u></b>	<b><u>Country</u></b>
MOUNTAIN FALLS (003, 005)	TMA1039329	7/10/2019	1825888	3/9/2017	Canada
MOUNTAIN FALLS (003)	1790326	3/14/2017	1864878	3/14/2017	Mexico
MOUNTAIN FALLS (005)	1772962	3/14/2017	1864875	3/14/2017	Mexico
ALPINE X-TREME (003)	3,352,948	12/11/2007	76/661,196	6/7/2006	US
MOUNTAIN FALLS (003, 005)	5,325,768	10/31/2017	87/322,299	2/2/2017	US
SCRUBBLES (003)	896,120	8/4/1970	72/337,203	9/5/1969	US
SCRUBBLES (003)	3,699,748	10/20/2009	77/407,189	2/27/2008	US

Trademark Application:

<b><u>Mark</u></b>	<b><u>Reg. #</u></b>	<b><u>Registered</u></b>	<b><u>Application/Serial #</u></b>	<b><u>Filed</u></b>	<b><u>Country</u></b>
MOUNTAIN FALLS (logo)			97/816,047	2/28/2023	US