

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM866446

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	CHANGE OF NAME		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Corelle Brands Holdings Inc.		12/14/2020	Corporation: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Instant Brands Holdings Inc.		
<b>Street Address:</b>	3025 Highland Parkway		
<b>Internal Address:</b>	Suite 700		
<b>City:</b>	Downers Grove		
<b>State/Country:</b>	ILLINOIS		
<b>Postal Code:</b>	60515		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4489321	SIMPLY STORE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
	<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>Email:</b>	tmcentral@pirkeybarber.com, stobbs@pirkeybarber.com		
<b>Correspondent Name:</b>	Steven M. Espenshade		
<b>Address Line 1:</b>	1801 East 6th Street, Suite 300		
<b>Address Line 4:</b>	Austin, TEXAS 78702		
<b>NAME OF SUBMITTER:</b>	Jennifer L Falk		
<b>SIGNATURE:</b>	/Jennifer L Falk/		
<b>DATE SIGNED:</b>	01/08/2024		
<b>Total Attachments: 0</b>			

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