

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM384022

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Elise M. Bauer		04/15/2016	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Simply Recipes, Inc.		
Street Address:	7525 SE 24th Street		
City:	Mercer Island		
State/Country:	WASHINGTON		
Postal Code:	98040		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	4497452		
Registration Number:	3293926	SIMPLY RECIPES	
Registration Number:	4497451	SIMPLY RECIPES	
CORRESPONDENCE DATA			
Fax Number:	2138918763		
<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:	ipdocket@lw.com		
Correspondent Name:	Latham & Watkins LLP		
Address Line 1:	355 South Grand Avenue		
Address Line 4:	Los Angeles, CALIFORNIA 90071-1560		
NAME OF SUBMITTER:	Rhonda DeLeon		
SIGNATURE:	/Rhonda DeLeon/		
DATE SIGNED:	05/11/2016		
Total Attachments: 7			
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ASSIGNMENT OF INTELLECTUAL PROPERTY

This Assignment of Intellectual Property (this “**Assignment**”), dated as of April 15, 2016, is made and entered into by **ELISE M. BAUER**, a resident of the State of California (“**Assignor**”), as assignor in favor of **SIMPLY RECIPES, INC.**, a Delaware corporation (“**Assignee**”), as assignee, with reference to the following facts and circumstances:

RECITALS

WHEREAS, Assignor has adopted and is the owner or purported owner of the Intellectual Property identified in Schedule 1, attached hereto and incorporated herein by this reference, and all other rights appurtenant thereto, including but not limited to, all common law rights, trade name rights, domain name rights, causes of action and the right to recover for past infringement;

WHEREAS, as of the date hereof (and effective concurrently with the effectiveness of this Assignment) the Assignor, Assignee and the other parties thereto have entered into that certain Asset Purchase Agreement, dated as of the date hereof (the “**Purchase Agreement**”), pursuant to which the Assignor has agreed to sell all of the Bauer Transferred Assets to Assignee; and

WHEREAS, pursuant to the terms of the Purchase Agreement, the Assignor agreed to enter into this Assignment, and Assignee would not have entered into the Purchase Agreement but for the Assignor’s execution of this Assignment.

AGREEMENT

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which is hereby acknowledged, Assignor hereby agrees as follows:

1. Definitions. Except as specified to the contrary, all capitalized terms in this Assignment shall have the meanings assigned to them in the Purchase Agreement.
2. Assignment of Intellectual Property. Assignor hereby sells, transfers and assigns to Assignee all of Assignor’s right, title and interest in and to all Intellectual Property set forth on Schedule 1 to this Assignment and all other Intellectual Property related to the Seller Business that is included in the Transferred Assets together with the goodwill of the Seller Business associated therewith (the “**Purchased IP**”), and all common law and statutory right, title and interest in the Purchased IP, all rights of registration, maintenance, renewal and protection thereof, the right to create derivative works and all rights of recovery and of legal action for past infringements and of opposition, interference and/or cancellation proceedings for protection of the Purchased IP, and Assignor hereby waives all rights of *droit moral* or other moral rights with respect to the Purchased IP and other Transferred Assets, including, without limitation, any and all rights of identification of authorship and any and all rights of approval, restriction or limitation on use or subsequent modifications. Assignor hereby authorizes Assignee, its successors and assigns to the fullest extent permitted by applicable law, to file in its own name applications for patents and for trademark, service mark and copyright registration

in the United States and in foreign countries in connection with the Purchased IP, and to secure in its own name the patents and registrations granted thereon. Assignor agrees to provide all assistance reasonably requested by Assignee in the establishment, registration, preservation and enforcement of Assignee's rights in and to the Purchased IP.

3. Further Acts. Assignor agrees to execute any additional documents, and take any further actions, necessary or reasonably requested by Assignee, to effect, perfect or evidence the assignment set forth in Section 2 above.

[Signature Page Follows]

IN WITNESS WHEREOF, Assignor has executed and entered into this Assignment as of the date first set forth above.

ELISE M. BAUER

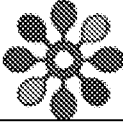



Signature Page to Bauer Assignment of Intellectual Property

Schedule 1

INTELLECTUAL PROPERTY

Trademarks, Service Marks and Logos

Country	Mark	Class(es)	Application Number & Filing Date	Registration Number & Registration Date	Renewal Date	Registrant/ Owner
United States		41, 43	86014432; July 18, 2013	4497452; March 18, 2014	March 18, 2024	Elise Bauer
United States	Simply Recipes	43	78884156; May 16, 2006	3293926; September 18, 2007	September 18, 2017 (Sec. 8 & 15 filed September 28, 2012)	Elise Bauer
United States	Simply Recipes	41	86014422; July 18, 2013	4497451; March 18, 2014	March 18, 2024	Elise Bauer
Australia	Simply Recipes	43	1522125; June 6, 2012	1522125; IR 1132708; June 6, 2012	June 6, 2022	Elise Bauer
Canada	Simply Recipes	43	1578767; May 23, 2012	TMA871007; February 10, 2014	February 10, 2029	Elise Bauer
International Register	Simply Recipes	43		1132708; June 6, 2012	June 6, 2022	Elise Bauer
South Africa	Simply Recipes	41	2014/16213; June 25, 2014	Application pending	N/A	Elise Bauer
South Africa	Simply Recipes	43	2014/16214; June 25, 2014	Application pending	N/A	Elise Bauer
United Kingdom	 Simply Recipes	43	3037049; January 8, 2014	3037049; April 11, 2014	January 8, 2024	Elise Bauer

Domain Names

Domain Name	Registrant	Expiration Date	Registrar
FREESIMPLYRECIPES.COM	Elise Bauer	March 11, 2018	GoDaddy
MYSIMPLYRECIPES.COM	Elise Bauer	March 11, 2018	GoDaddy
RECIPESIMPLY.COM	Elise Bauer	February 20, 2018	GoDaddy
RECIPESSIMPLY.COM	Elise Bauer	February 20, 2018	GoDaddy
SIMPLE.RECIPES	Elise Bauer	March 1, 2020	GoDaddy
SIMPLEEASY.RECIPES	Elise Bauer	March 5, 2017	GoDaddy
SIMPLEERECIPES.COM	Elise Bauer	October 22, 2019	GoDaddy
SIMPLEFAMILYRECIPE.COM	Elise Bauer	March 11, 2018	GoDaddy
SIMPLEFAMILYRECIPES.COM	Elise Bauer	March 11, 2018	GoDaddy
SIMPLY.RECIPES	Elise Bauer	March 2, 2020	GoDaddy
SIMPLYCHICKENRECIPES.COM	Elise Bauer	November 10, 2016	GoDaddy
SIMPLYCHOCOLATERECIPES.COM	Elise Bauer	May 25, 2019	GoDaddy
SIMPLYCHRISTMASRECIPES.COM	Elise Bauer	March 11, 2017	GoDaddy
SIMPLYCOOKIERECIPES.COM	Elise Bauer; Simply Recipes, Inc.	December 15, 2016	GoDaddy
SIMPLYCROCKPOTRECIPES.COM	Elise Bauer	August 30, 2018	GoDaddy
SIMPLYDAILYRECIPES.COM	Elise Bauer	March 11, 2017	GoDaddy
SIMPLYDELICIOUS.RECIPES	Elise Bauer	March 5, 2017	GoDaddy
SIMPLYDIETRECIPES.COM	Elise Bauer	March 11, 2018	GoDaddy
SIMPLYEASY.RECIPES	Elise Bauer	March 6, 2017	GoDaddy
SIMPLYEASYRECIPES.COM	Elise Bauer	March 11, 2017	GoDaddy
SIMPLYGLUTENFREE.RECIPES	Elise Bauer	March 5, 2017	GoDaddy
SIMPLYGLUTENFREEERECIPES.COM	Elise Bauer	March 11, 2018	GoDaddy
SIMPLYGOOD.RECIPES	Elise Bauer	March 6, 2017	GoDaddy
SIMPLYGOODRECIPES.COM	Elise Bauer	March 11, 2017	GoDaddy
SIMPLYGREAT.RECIPES	Elise Bauer	March 8, 2017	GoDaddy
SIMPLYKIDFRIENDLYRECIPES.COM	Elise Bauer	March 11, 2017	GoDaddy
SIMPLYLIGHTRECIPES.COM	Elise Bauer	July 17, 2017	GoDaddy
SIMPLYLOWCARBRECIPES.COM	Elise Bauer	March 11, 2018	GoDaddy
SIMPLYMYRECIPES.COM	Elise Bauer	March 11, 2017	GoDaddy
SIMPLYPALEO.RECIPES	Elise Bauer	March 5, 2017	GoDaddy
SIMPLYPALEORECIPES.COM	Elise Bauer	February 12, 2018	GoDaddy
SIMPLYRECEIPTS.COM	Elise Bauer	March 11, 2018	GoDaddy
SIMPLYRECEPES.COM	Elise Bauer	March 11, 2018	GoDaddy
SIMPLYRECEPIES.COM	Elise Bauer	March 11, 2018	GoDaddy
SIMPLYRECIEPES.COM	Elise Bauer	March 11, 2019	GoDaddy
SIMPLYRECIPE.BIZ	Elise Bauer	April 20, 2017	GoDaddy

SIMPLYRECIPE.CO.UK	Elise Bauer	July 20, 2019	GoDaddy
SIMPLYRECIPE.COOKING	Elise Bauer	December 11, 2019	GoDaddy
SIMPLYRECIPE.INFO	Elise Bauer	April 21, 2017	GoDaddy
SIMPLYRECIPE.MOBI	Elise Bauer	April 21, 2017	GoDaddy
SIMPLYRECIPE.NET	Elise Bauer	March 11, 2018	GoDaddy
SIMPLYRECIPE.ORG	Elise Bauer	April 21, 2017	GoDaddy
SIMPLYRECIPE.US	Elise Bauer	April 20, 2017	GoDaddy
SIMPLYRECIPES.ASIA	Elise Bauer; Simply Recipes, Inc.	March 22, 2020	GoDaddy
SIMPLYRECIPES.BIZ	Elise Bauer	April 7, 2019	GoDaddy
SIMPLYRECIPES.CA	Simply Recipes, Inc.	May 12, 2022	GoDaddy
SIMPLYRECIPES.CC	Elise Bauer	February 28, 2018	GoDaddy
SIMPLYRECIPES.CO	Elise Bauer	September 18, 2016	GoDaddy
SIMPLYRECIPES.COM	Elise Bauer; Simply Recipes	March 20, 2022	GoDaddy
SIMPLYRECIPES.COOKING	Elise Bauer	December 11, 2019	GoDaddy
SIMPLYRECIPES.IN	Elise Bauer	June 19, 2019	GoDaddy
SIMPLYRECIPES.INFO	Elise Bauer	February 8, 2021	GoDaddy
SIMPLYRECIPES.KITCHEN	Elise Bauer	February 28, 2018	GoDaddy
SIMPLYRECIPES.LA	Elise Bauer	February 28, 2018	GoDaddy
SIMPLYRECIPES.ME	Elise Bauer	April 8, 2019	GoDaddy
SIMPLYRECIPES.MEDIA	Elise Bauer	October 30, 2020	GoDaddy
SIMPLYRECIPES.MOBI	Elise Bauer	February 2, 2018	GoDaddy
SIMPLYRECIPES.NET	Elise Bauer	March 11, 2022	GoDaddy
SIMPLYRECIPES.ORG	Elise Bauer; Elise.com	December 12, 2021	GoDaddy
SIMPLYRECIPES.RECIPES	Elise Bauer	March 5, 2017	GoDaddy
SIMPLYRECIPES.TV	Elise Bauer; Simply Recipes, Inc.	April 21, 2019	GoDaddy
SIMPLYRECIPES.US	Elise Bauer	April 7, 2019	GoDaddy
SIMPLYRECIPES.WS	Elise Bauer	May 1, 2018	GoDaddy
SIMPLYRECIPESBLOG.COM	Elise Bauer	March 11, 2018	GoDaddy
SIMPLYRECIPESUCKS.COM	Elise Bauer	February 23, 2021	GoDaddy
SIMPLYRECIPESUX.COM	Elise Bauer	February 23, 2021	GoDaddy
SIMPLYRECIPIE.COM	Elise Bauer	March 11, 2020	GoDaddy
SIMPLYRECIPIES.COM	Elise Bauer	July 15, 2020	GoDaddy
SIMPLYRECOPIES.COM	Elise Bauer	March 11, 2017	GoDaddy
SIMPLYREICIPES.COM	Elise Bauer	March 11, 2018	GoDaddy
SIMPLYREICPES.COM	Elise Bauer	June 19, 2019	GoDaddy
SIMPLYRESIPE.COM	Elise Bauer	February 3, 2020	GoDaddy

SIMPLYSCRATCH.RECIPES	Elise Bauer	March 5, 2017	GoDaddy
SIMPLYSIMPLERECIPES.COM	Elise Bauer	February 26, 2017	GoDaddy
SIMPLYSLOWCOOKED.COM	Elise Bauer	August 30, 2018	GoDaddy
SIMPLYSLOWCOOKER.COM	Elise Bauer	August 30, 2018	GoDaddy
SIMPLYSLOWCOOKERRECIPES.COM	Elise Bauer	August 30, 2018	GoDaddy
SIMPLYSOGOOD.RECIPES	Elise Bauer	March 17, 2017	GoDaddy
SIMPLYSOUTHBEACHRECIPES.COM	Elise Bauer	March 11, 2018	GoDaddy
SIMPLYTHANKSGIVINGRECIPES.COM	Elise Bauer	March 11, 2017	GoDaddy
SIMPLYTHEBESTRECIPES.COM	Elise Bauer	March 11, 2017	GoDaddy
SIMPLYVEGAN.RECIPES	Elise Bauer	March 5, 2017	GoDaddy
SIMPLYVEGANRECIPES.COM	Elise Bauer	November 10, 2016	GoDaddy
SIMPLYVEGETARIAN.RECIPES	Elise Bauer	March 5, 2017	GoDaddy
SIMPLYVEGETARIANRECIPES.COM	Elise Bauer	November 10, 2016	GoDaddy
SIMPYDINNERRECIPES.COM	Elise Bauer	March 11, 2017	GoDaddy
SIMPYRECIPES.COM	Elise Bauer	October 27, 2019	GoDaddy