

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM407816

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
John Daymond		11/30/2016	INDIVIDUAL:
RECEIVING PARTY DATA			
Name:	Arcadia Equity, LLC		
Street Address:	2201 E. Camelback Road		
Internal Address:	Suite 650		
City:	Phoenix		
State/Country:	ARIZONA		
Postal Code:	85016		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	86793970	BIRDIEBEE	
CORRESPONDENCE DATA			
Fax Number:	6029160777		
<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:	Admin@ChetlinIP.com		
Correspondent Name:	Susan E. Chetlin		
Address Line 1:	7600 N. 15th Street		
Address Line 2:	Suite 150-13		
Address Line 4:	Phoenix, ARIZONA 85020		
NAME OF SUBMITTER:	Susan E. Chetlin		
SIGNATURE:	/Susan E. Chetlin/		
DATE SIGNED:	12/06/2016		
Total Attachments: 1			
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OP \$40.00 86793970

ASSIGNMENT

THIS ASSIGNMENT, between Daymond John ("Assignor"), a U.S. citizen with an address at 1021 Salt Point Turnpike, Pleasant Valley, New York 12569, and Arcadia Equity, LLC ("Assignee"), a Delaware limited liability company with an address at 2201 E. Camelback Road, #650, Phoenix, Arizona 85016.

WHEREAS, Assignor owns all right, title and interest in and to trademark application serial no. 86793970 (the "Trademark Application") for BIRDIEBEE (the "Trademark") which is pending before the United States Patent and Trademark Office.

WHEREAS, Assignor has agreed to assign all right, title and interest in and to the Trademark and the Trademark Application to Assignee;


WHEREFORE THE PARTIES AGREE AS FOLLOWS:

1. Assignment. For valuable consideration, receipt of which is hereby acknowledged, Assignor hereby sells, assigns, and transfers to Assignee, and its successors and assigns, all right, title and interest in and to the Trademark, including without limitation, the Trademark Application, the goodwill of the business in connection with which the Trademark is used and that portion of the business of Assignor to which the Trademark pertains, together with the right to sue and recover for past infringements, dilution and violations thereof, and Assignee accepts such assignment.

2. Miscellaneous. This Agreement shall be governed by the laws of the State of New York. Each of the undersigned consents to the exclusive jurisdiction of the New York state and federal courts and agrees to service of process in accordance with the rules of the court where suit is brought with the same force and effect as if such service had been made within the State of New York. This Agreement represents the entire agreement between the parties and cannot be amended except in writing, signed by the party against whom enforcement is sought. This Agreement may be executed in counterparts, all of which counterparts shall constitute one agreement.

IN WITNESS WHEREOF, the parties have executed this Agreement as of the 30th day of November, 2016.

ARCADIA EQUITY, LLC

By: 
DAYMOND JOHN

By: 
name: Andrew M. Cohn
title: Sole Member