

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM443324

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Newflora LLC		09/14/2017	Limited Liability Company: OREGON
RECEIVING PARTY DATA			
Name:	Ball Horticultural Company		
Street Address:	622 Town Road		
City:	West Chicago		
State/Country:	ILLINOIS		
Postal Code:	60185		
Entity Type:	Corporation: ILLINOIS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4558642	TENDENZA	
CORRESPONDENCE DATA			
Fax Number:	3123451718		
<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>			
Phone:	3123451718		
Email:	USDocket@lewisbrisbois.com		
Correspondent Name:	Jill Anderfuren (Lewis Brisbois)		
Address Line 1:	550 West Adams Street		
Address Line 2:	Suite 300		
Address Line 4:	Chicago, ILLINOIS 60661		
ATTORNEY DOCKET NUMBER:	36562-8050US		
NAME OF SUBMITTER:	Jill Anderfuren		
SIGNATURE:	/ja/		
DATE SIGNED:	09/15/2017		
Total Attachments: 1			
source=TENDENZA_TM_ASSIGNMENT_NEWFLORA#page1.tif			

OP \$40.00 4558642

TRADEMARK ASSIGNMENT

THIS ASSIGNMENT entered between Newflora LLC ("Assignor"), an Oregon Limited Liability Company of 972 Old Stage Road, Central Point, OR and Ball Horticultural Company ("Assignee"), an Illinois Corporation of 622 Town Road, West Chicago, IL 60185, effective as of the date signed below.

WHEREAS, ASSIGNOR is the owner of all right, title and interest in and to the trademark TENDENZA, including the goodwill of the business symbolized thereby, and the corresponding registration 4,558,642 issued in the United States Patent and Trademark Office (the "Trademark"); and

WHEREAS, ASSIGNOR desires to acquire and wishes to assign to ASSIGNEE any and all rights in and to the Trademark and the goodwill appurtenant thereto;

NOW, THEREFORE:

In consideration of and in exchange for the sum of One Dollar (\$1.00), and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby assigns to ASSIGNEE all of its right, title and interest in and to the Trademark, together with the goodwill of the business symbolized thereby, the right to sue for past infringement and the right to prosecute and maintain the Trademark, and the corresponding Trademark registration.

Dated this 14th day of September, 2017.

Newflora LLC

Gary Pellet
Owner/Manager