

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM468121

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Form Essentials, LLC		04/02/2018	Limited Liability Company: FLORIDA
RECEIVING PARTY DATA			
Name:	Archetype Outlet, LLC		
Street Address:	963 Topsy Lane		
Internal Address:	Suite 306-287		
City:	Carson City		
State/Country:	NEVADA		
Postal Code:	89705		
Entity Type:	Limited Liability Company: NEVADA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4308280	FORM ESSENTIALS	
CORRESPONDENCE DATA			
Fax Number:	8139911790		
<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:	8139917743		
Email:	sgagne@formessentials.com		
Correspondent Name:	Steve R Gagne		
Address Line 1:	3853 Northdale Blvd Ste 375		
Address Line 4:	Tampa, FLORIDA 33624		
NAME OF SUBMITTER:	Michael D. Gore		
SIGNATURE:	/Michael D Gore/		
DATE SIGNED:	04/02/2018		
Total Attachments: 1			
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OP \$40.00 4308280

Trademark Purchase and Assignment Agreement

This Trademark Purchase and Assignment Agreement (the "Agreement") is made as of April 2, 2018, (the "Effective Date"), between Form Essentials, LLC, (the "Assignor"), and Archetype Outlet, LLC, (the "Assignee").

The Assignor is the registered owner of marks that are registered in the United States Patent and Trademark Office, Registration No. 4308280, dated March 26, 2013, and Registration No. 4781903, dated July 28, 2015.

The Assignee wishes to acquire the Assignor's rights in the trademarks listed in this agreement.


The Assignee agrees to pay the Assignor \$50,000.00.

In exchange, the Assignor hereby conveys, transfers, and assigns to the Assignee all of the Assignor's right, title, and interest of whatever kind in the marks, together with

- 1) the goodwill of the business relating to the products and services on which the marks are used and for which they are registered,
- 2) all income, royalties, and damages hereafter due or payable to Assignor with respect to the marks, including without limitation, damages, and payments for past or future infringements and misappropriations of the marks, and
- 3) all rights to sue for past, present and future infringement or misappropriations of the marks.

The Assignor further covenants that it will take all actions that may be necessary for securing, completing, or vesting in the Assignee full right, title, and interest in the marks and their related property.

In witness whereof, the Assignor has duly executed under seal and delivered this Assignment, as of the day and year first above written.



Signature of Assignor

MANAGER

Title

State of Florida

County of Hillsborough

On the 2nd day of April, 2018, Archetype Outlet, LLC, the person who signed this Assignment Agreement, personally appeared before me, Elizabeth Scholting, Notary Public, and acknowledged that they signed the agreement as, or in behalf of, the Assignor.



Signature of Notary Public

