

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM468441

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Hedley and Bennett, Inc.		04/01/2018	Corporation: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Oliver Poppy, LLC		
Street Address:	PO Box 27740		
City:	Las Vegas		
State/Country:	NEVADA		
Postal Code:	89126		
Entity Type:	Limited Liability Company: NEVADA		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Serial Number:	87714276		
Registration Number:	5275013	APRON SQUAD	
Registration Number:	5199087	&	
Registration Number:	4558890	HEDLEY & BENNETT	
Registration Number:	5284974	MISE	
CORRESPONDENCE DATA			
Fax Number:	8015961508		
<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:	8015327080		
Email:	cjones@strongandhanni.com		
Correspondent Name:	Casey W. Jones		
Address Line 1:	102 S. 200 E., Suite 800		
Address Line 4:	Salt Lake City, UTAH 84111		
NAME OF SUBMITTER:	Casey W. Jones		
SIGNATURE:	/Casey W. Jones/		
DATE SIGNED:	04/04/2018		
Total Attachments: 3			
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TRADEMARK ASSIGNMENT AGREEMENT

This TRADEMARK ASSIGNMENT AGREEMENT ("Trademark Assignment"), dated as of April 1, 2018 is made by HEDLEY AND BENNETT, INC. ("Assignor"), a California corporation, located at 3864 S. Santa Fe Avenue, Vernon, CA 90058, in favor of OLIVER POPPY, LLC ("Assignee"), a Nevada limited liability company, with a mailing address of PO BOX 27740, Las Vegas, NV 89126.

1. Assignment. For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby irrevocably conveys, transfers, and assigns to Assignee, and Assignee hereby accepts, all of Assignor's right, title, and interest in and to the following:

(a) the trademark registrations and trademark applications set forth on Schedule 1 hereto and all issuances, extensions, and renewals thereof (the "Assigned Trademarks"), together with the goodwill of the business connected with the use of, and symbolized by, the Assigned Trademarks;

(b) all rights of any kind whatsoever of Assignor accruing under any of the foregoing provided by applicable law of any jurisdiction, by international treaties and conventions, and otherwise throughout the world;

(c) any and all royalties, fees, income, payments, and other proceeds now or hereafter due or payable with respect to any and all of the foregoing; and

(d) any and all claims and causes of action with respect to any of the foregoing, whether accruing before, on, or after the date hereof, including all rights to and claims for damages, restitution, and injunctive and other legal and equitable relief for past, present, and future infringement, dilution, misappropriation, violation, misuse, breach, or default, with the right but no obligation to sue for such legal and equitable relief and to collect, or otherwise recover, any such damages.

2. Recordation and Further Actions. Assignor hereby authorizes the Commissioner for Trademarks in the United States Patent and Trademark Office to record and register this Trademark Assignment upon request by Assignee. Following the date hereof, Assignor shall take such steps and actions, and provide such cooperation and assistance to Assignee and its successors, assigns, and legal representatives, including the execution and delivery of any affidavits, declarations, oaths, exhibits, assignments, powers of attorney, or other documents, as may be necessary to effect, evidence, or perfect the assignment of the Assigned Trademarks to Assignee, or any assignee or successor thereto.

3. Counterparts. This Trademark Assignment may be executed in counterparts, each of which shall be deemed an original, but all of which together shall be deemed one and the same agreement. A signed copy of this Trademark Assignment delivered by facsimile, e-mail, or other means of electronic transmission shall be deemed to have the same legal effect as delivery of an original signed copy of this Trademark Assignment.

4. Successors and Assigns. This Trademark Assignment shall be binding upon and shall inure to the benefit of the parties hereto and their respective successors and assigns.

IN WITNESS WHEREOF, Assignor has duly executed and delivered this Trademark Assignment as of the date first written above.

HEDLEY AND BENNETT, INC

By



Name: Ellen Bennett

Title: CEO

AGREED TO AND ACCEPTED:

OLIVER POPPE, LLC

By



Name: Ellen Bennett

Title: CEO

SCHEDULE 1

Assigned Trademarks

Trademark Registrations

Mark	Jurisdiction	Registration Number	Registration Date
APRON SQUAD	United States	5275013	August 29, 2017
&	United States	5199087	May 9, 2017
hedley & bennett	United States	4558890	July 1, 2014
MISE	United States	5284974	September 12, 2017

Trademark Applications

Mark	Jurisdiction	ITU Status	Application Serial Number	Filing Date
Apron Trade Dress	United States	Under Examination	87714276	December 8, 2017