

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM499274

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
ABC Sales & Marketing Pty. Ltd.		11/12/2018	Proprietary Limited Company: AUSTRALIA
RECEIVING PARTY DATA			
Name:	ABC North America LLC		
Street Address:	9350 Wilshire Boulevard		
Internal Address:	#203		
City:	Beverly Hills		
State/Country:	CALIFORNIA		
Postal Code:	90212		
Entity Type:	Limited Liability Company: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	87975790	- THE - GOOD CRISP · COMPANY ·	
CORRESPONDENCE DATA			
Fax Number:	4082802250		
<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:	858-779-9046		
Email:	ndg@techmark.com		
Correspondent Name:	Neil D. Greenstein		
Address Line 1:	1968 S. Coast Hwy.		
Address Line 2:	#1636		
Address Line 4:	Laguna Beach, CALIFORNIA 92651		
NAME OF SUBMITTER:	Neil D. Greenstein		
SIGNATURE:	/ndg-pto/		
DATE SIGNED:	11/22/2018		
Total Attachments: 1			
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TRADEMARK ASSIGNMENT

WHEREAS, ABC Sales & Marketing Pty Ltd, having an address of PO Box 915, Prospect East, SA 5082 AUSTRALIA, ("Assignor"), is the record owner of the following trademarks and pending trademark applications:

Application No.	Mark	Filing Date
87-975790	THE GOOD CRISP COMPANY & Design	August 23, 2016

WHEREAS, Assignor is the owner of the trademark, and trademark application, and now desires to transfer and assign all right, title and interest in and to said trademark and trademark application along with that portion of its business to which the mark pertains to ABC North America LLC, a California Limited Liability Company, having an address of 9350 Wilshire Boulevard # 203. Beverly Hills, CA 90212 ("Assignee"); and

WHEREAS, Assignee desires to acquire the entire right, title and interest in and to the trademark and trademark application along with that portion of Assignor's business to which the mark pertains, including the application and resulting registration therefor in accordance with the terms and conditions of this Assignment; and

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all right, title and interest in and to the trademark and the pending application therefor, together with that portion of its business to which the mark pertains and any and all goodwill of the business of Assignor associated with the use of and symbolized by the trademark, and any and all causes of action or other rights to file and prosecute administrative or legal actions, past, present and future, to establish or enforce any of such intellectual property rights, including the right to collect damages for infringement.

ABC Sales & Marketing Pty Ltd

Dated: November 12 2018

By: 

Ronald Rodda

Title: Managing Director