

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM501628

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Joseph DiFrancisco		12/11/2018	INDIVIDUAL:
RECEIVING PARTY DATA			
Name:	Friendly, Inc.		
Street Address:	714 Cohasset Ct Unit A		
City:	San Diego		
State/Country:	CALIFORNIA		
Postal Code:	92109		
Entity Type:	Corporation: CALIFORNIA		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	4933133	FRIENDLY WEAR	
Registration Number:	4933134	FRIENDLY SHOES	
Registration Number:	4933145	BE FRIENDLY	
Registration Number:	5406484	F S	
Serial Number:	87809286	FRIENDLY, INC	
CORRESPONDENCE DATA			
Fax Number:	6193319524		
<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:	6198809464		
Email:	admin@geniuspatent.com		
Correspondent Name:	Bruce Hare		
Address Line 1:	2305 Hist Decatur Rd, Ste 100		
Address Line 2:	Genius Patent APC		
Address Line 4:	San Diego, CALIFORNIA 92106		
NAME OF SUBMITTER:	Bruce Hare		
SIGNATURE:	/Bruce Hare/		
DATE SIGNED:	12/11/2018		
Total Attachments: 5			

OP \$140.00 4933133

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

TRADEMARK ASSIGNMENT

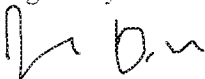
WHEREAS, Joseph DiFrancisco, residing at San Diego, CA (the "Assignor") owns all the right, title and interest in and to the federal trademark registration of the mark "FRIENDLY WEAR", having registration number 4,933,133 and registered on April 5, 2016 (the "Mark"); and

WHEREAS, Friendly, Inc., a corporation duly organized and existing under the laws of the State of California and having it principal place of business at 714 Cohasset Ct Unit A, San Diego, CA 92109 (the "Assignee"), desires to acquire all right, title and interest in and to the Mark, the registrations thereof, and the goodwill associated therewith.

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby conveys and assigns to Assignee the entire right, title and interest in and to the Mark together with all goodwill of the business represented and symbolized thereby with all rights to sue and recover damages and/or profits for past infringements.

IN TESTIMONY WHEREOF, I have hereunto signed my name on the date indicated hereinafter:

Date: 12/11/2018

Signature: 
Joseph DiFrancisco / Assignor



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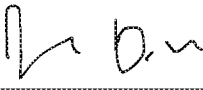
WHEREAS, Joseph DiFrancisco, residing at San Diego, CA (the "Assignor") owns all the right, title and interest in and to the federal trademark registration of the mark "FRIENDLY SHOES", having registration number 4,933,134 and registered on April 5, 2016 (the "Mark"); and

WHEREAS, Friendly, Inc., a corporation duly organized and existing under the laws of the State of California and having its principal place of business at 714 Cohasset Ct Unit A, San Diego, CA 92109 (the "Assignee"), desires to acquire all right, title and interest in and to the Mark, the registrations thereof, and the goodwill associated therewith.

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby conveys and assigns to Assignee the entire right, title and interest in and to the Mark together with all goodwill of the business represented and symbolized thereby with all rights to sue and recover damages and/or profits for past infringements.

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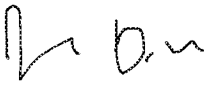
WHEREAS, Joseph DiFrancisco, residing at San Diego, CA (the "Assignor") owns all the right, title and interest in and to the federal trademark registration of the mark "BE FRIENDLY", having registration number 4,933,145 and registered on April 5, 2016 (the "Mark"); and

WHEREAS, Friendly, Inc., a corporation duly organized and existing under the laws of the State of California and having its principal place of business at 714 Cohasset Ct Unit A, San Diego, CA 92109 (the "Assignee"), desires to acquire all right, title and interest in and to the Mark, the registrations thereof, and the goodwill associated therewith.

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby conveys and assigns to Assignee the entire right, title and interest in and to the Mark together with all goodwill of the business represented and symbolized thereby with all rights to sue and recover damages and/or profits for past infringements.

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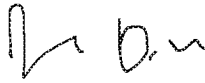
WHEREAS, Joseph DiFrancisco, residing at San Diego, CA (the "Assignor") owns all the right, title and interest in and to the federal trademark registration of the mark "F S", consisting of a diamond formed by two stylized, interlocked "F" letters that form the letter "S" and having registration number 5,406,484 and registered on February 20, 2018 (the "Mark"); and

WHEREAS, Friendly, Inc., a corporation duly organized and existing under the laws of the State of California and having its principal place of business at 714 Cohasset Ct Unit A, San Diego, CA 92109 (the "Assignee"), desires to acquire all right, title and interest in and to the Mark, the registrations thereof, and the goodwill associated therewith.

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby conveys and assigns to Assignee the entire right, title and interest in and to the Mark together with all goodwill of the business represented and symbolized thereby with all rights to sue and recover damages and/or profits for past infringements.

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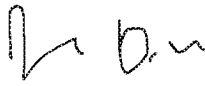
WHEREAS, Joseph DiFrancisco, residing at San Diego, CA (the "Assignor") owns all the right, title and interest in and to the federal trademark registration of the mark "FRIENDLY, INC", having application serial number 87/809,286 and filed on February 23, 2018 (the "Mark"); and

WHEREAS, Friendly, Inc., a corporation duly organized and existing under the laws of the State of California and having it principal place of business at 714 Cohasset Ct Unit A, San Diego, CA 92109 (the "Assignee"), desires to acquire all right, title and interest in and to the Mark, the registrations thereof, and the goodwill associated therewith.

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby conveys and assigns to Assignee the entire right, title and interest in and to the Mark together with all goodwill of the business represented and symbolized thereby with all rights to sue and recover damages and/or profits for past infringements.

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