

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM510765

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Harriet Carter Gifts, Inc.		02/12/2019	Corporation: PENNSYLVANIA
RECEIVING PARTY DATA			
Name:	AmeriMark HCG, LLC		
Street Address:	1209 Orange Street		
Internal Address:	Corporation Trust Center		
City:	Wilmington		
State/Country:	DELAWARE		
Postal Code:	19801		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1496737	HARRIET CARTER	
CORRESPONDENCE DATA			
Fax Number:	2158325745		
<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:	215-569-5745		
Email:	spitz@blankrome.com		
Correspondent Name:	Megan E. Spitz		
Address Line 1:	One Logan Square		
Address Line 2:	8th Floor		
Address Line 4:	Philadelphia, PENNSYLVANIA 19103		
ATTORNEY DOCKET NUMBER:	AmeriMark		
NAME OF SUBMITTER:	Megan E. Spitz		
SIGNATURE:	/megan e. spitz/		
DATE SIGNED:	02/20/2019		
Total Attachments: 3			
source=AmeriMark - HCG - IP Assignment - Harriet Carter Gifts (executed 2_12_2019)#page1.tif			
source=AmeriMark - HCG - IP Assignment - Harriet Carter Gifts (executed 2_12_2019)#page2.tif			
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OP \$40.00 1496737

INTELLECTUAL PROPERTY ASSIGNMENT

This **INTELLECTUAL PROPERTY ASSIGNMENT** is made effective as of February 12, 2019 (the "Effective Date"), between Harriet Carter Gifts, Inc., a Pennsylvania corporation ("Assignor"), and AmeriMark HCG LLC, a Delaware limited liability company ("Assignee").

WHEREAS, Assignor owns the trademarks therefor listed in Exhibit A, together with the goodwill of the business symbolized by and associated with said trademarks (collectively, the "Trademarks").

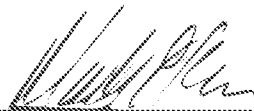
WHEREAS, Assignor wishes to assign, and Assignee wishes to acquire, all Assignor's right, title, and interest in and to said Trademarks.

NOW, THEREFORE, for good and valuable consideration and pursuant to the Intellectual Property Assignment Agreement, effective as of the Effective Date, between the parties, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby assign, sell, and transfer to Assignee, its successors and assigns, all its right, title, and interest in and to the Trademarks, together with the goodwill of the business symbolized by and associated with the Trademarks.

IN WITNESS WHEREOF, Assignor and Assignee have executed this Assignment by their duly authorized officers.

AMERIMARK HCG LLC

HARRIET CARTER GIFTS, INC.

By: 
Name: Mark Ethier
Title: President and
Chief Executive Officer

By: _____
Name:
Title:

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WHEREAS, Assignor owns the trademarks therefor listed in Exhibit A, together with the goodwill of the business symbolized by and associated with said trademarks (collectively, the "Trademarks").

WHEREAS, Assignor wishes to assign, and Assignee wishes to acquire, all Assignor's right, title, and interest in and to said Trademarks.

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IN WITNESS WHEREOF, Assignor and Assignee have executed this Assignment by their duly authorized officers.

AMERIMARK HCG, LLC

HARRIET CARTER GIFTS, INC.

By: _____
Name:
Title:


By: 
Name: William M. Garbarino
Title: President / CEO

EXHIBIT A

Mark

Trademarks	Country	Owner	Registration No.	Registration Date
HARRIET CARTER	USA	Harriet Carter Gifts, Inc.	1,496,737	07/19/1988

Harriet Carter[®]

Harriet Carter[®]
Gifts & More for the Whole Family