

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM539035

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	RELEASE OF SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Bryan K. Hicks		08/20/2019	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Snugz/USA Incorporated		
Street Address:	9258 Prosperity Rd		
City:	West Jordan		
State/Country:	UTAH		
Postal Code:	84104		
Entity Type:	Corporation: UTAH		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	3665060	SNUGZ	
Registration Number:	1676604	SNUGZ	
Registration Number:	1664758	SNUGZ	
CORRESPONDENCE DATA			
Fax Number:	6023826070		
<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:	602-382-6000		
Email:	sschahn@swlaw.com		
Correspondent Name:	Snell & Wilmer L.L.P.		
Address Line 1:	400 E. Van Buren St.		
Address Line 4:	Phoenix, ARIZONA 85004-2202		
ATTORNEY DOCKET NUMBER:	32319.00055		
NAME OF SUBMITTER:	C. Blake Steel		
SIGNATURE:	/C. Blake Steel/		
DATE SIGNED:	08/30/2019		
Total Attachments: 6			
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RELEASE OF INTELLECTUAL PROPERTY SECURITY INTEREST

This RELEASE OF INTELLECTUAL PROPERTY SECURITY INTEREST ("Release") is made and effective as of August 20, 2019 by Bryan K. Hicks, an individual ("Hicks") in favor of SNUGZ/USA Incorporated, a Utah corporation, (the "Debtor") and its successors, assigns and legal representatives.

WHEREAS, pursuant to that certain Security Agreement by and among the Debtor, Marital Trust created under the Last Will and Testament of Patricia J. Hicks, dated April 3, 2001, Residuary Trust created under the Last Will and Testament of Patricia J. Hicks, dated April 3, 2001, Bryan K. Hicks, an individual, and Hicks, dated as of February 28, 2005 (the "Security Agreement"), the Debtor pledged and granted to Hicks a security interest in and to all of the right, title and interest of such Debtor in, to and under the IP Collateral (as defined below);

WHEREAS, the Security Agreement was recorded with the United States Patent and Trademark Office; and

WHEREAS, the Debtor has requested that Hicks enter into this Release in order to effectuate, evidence and record the release and reassignment to the Debtor of any and all right, title and interest Hicks may have in the IP Collateral pursuant to the Security Agreement.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Hicks hereby states as follows:

1. Release of Security Interest Hicks, on behalf of himself, his successors, legal representatives and assigns, hereby terminates the Security Agreement only with respect to himself and terminates, releases and discharges any and all security interests that he has pursuant to the Security Agreement in any and all right, title and interest of the Debtor, and reassigns to the Debtor any and all right, title and interest that it may have, in, to and under the following (collectively, the "IP Collateral");

(a) any and all of the following properties, assets and rights of the Debtor, wherever located, whether now owned or hereafter acquired or arising, and all proceeds and products thereof: all personal and fixture property of every kind and nature including without limitation the intellectual property listed on Exhibit A attached hereto, all goods (including inventory, equipment and any accessories thereto), instruments (including promissory notes), documents, accounts (including receivables), chattel paper (whether tangible or electronic), deposit accounts, letter-of-credit rights (whether or not the letter of credit is evidenced by a writing), commercial tort claims, securities and all other investment property, supporting obligations, any other contract rights or rights to the payment of money, insurance claims and proceeds, vendor, supplier, manufacturer and customer agreements, and all general intangibles (including all payment intangibles).


2. Recordation. Hicks authorizes the Commissioner for Patents, the Commissioner for Trademarks, and any other government officials to record and register this Release upon request by the Debtor.

3. Further Assurances. Hicks agrees, at the Debtor's expense, to take all further actions, and provide to the Debtor and its successors, assigns and legal representatives all such cooperation and assistance, including, without limitation, the execution and delivery of any and all further documents or other instruments, as the Debtor and its successors, assigns and legal representatives may reasonably request in order to confirm, effectuate or record this Release.

4. Governing Law. This Release and any claim, controversy, dispute or cause of action (whether in contract or tort or otherwise) based upon, arising out of or relating to this Release and the transactions contemplated hereby shall be governed by, and construed in accordance with, the laws of the United States and the State of Utah, without giving effect to any choice or conflict of law provision or rule (whether of the State of Utah or any other jurisdiction).

[SIGNATURE PAGE FOLLOWS]

IN WITNESS WHEREOF, Hicks has duly executed and delivered this Release
as of the date first above written.



Bryan K. Hicks

**EXHIBIT A
IP COLLATERAL**

Case Ref	Official No.	Title	Country	Property Type	Local Classes
14591.81.1.1	157574151	Bottle Assembly	United States of America	Patent	
14591.112	87682103	SNUGZ USA	United States of America	Trademark	40
14591.95	87236269	TRAVERSE	United States of America	Trademark	40
14591.97	87236457	AV -logo	United States of America	Trademark	40
14591.96	87236428	TRAVERSE -logo	United States of America	Trademark	40
14591.83.1.1	16042659	Dual Balm Applicator and Method of Manufacture	United States of America	Patent	
14591.48	3527219	Smagz USA	United States of America	Trademark	35, 40
14591.107	4295484	Soul Kix	United States of America	Trademark	35
14591.2.1.1.1	6711785	Lanyard Connector and System	United States of America	Patent	
14591.53	3639184	Smagz USA	United States of America	Trademark	40
14591.2.1.1.1.1	D507110	Lanyard Connector	United States of America	Design Patent	
14591.19	3665060	Smagz Trademark	United States of America	Trademark	03, 18, 22
14591.59	3866690	SZ logo	United States of America	Trademark	40
14591.2.1.1.1.1.1	D520241	Buckle Portion	United States of America	Design Patent	
14591.59	3866690	SZ logo	United States of America	Trademark	40
14591.61	3866688	SZ	United States of America	Trademark	40
14591.2.1.1.1.1.1.1	D536173	Lanyard Connector Surface	United States of America	Design Patent	

Case Ref	Official No.	Title	Country	Property Type	Local Classes
14591.21	1676604	SNUGZ in design	United States of America	Trademark	09
14591.14	D539697	Lanyard Connector	United States of America	Design Patent	
14591.17	1664758	Snuggz - TM	United States of America	Trademark	09
14591.11	6941619	Eyeglass Retainer With Dual Use Connectors	United States of America	Patent	
14591.83.1	10039366	Dual Balm Applicator and Method of Manufacture	United States of America	Patent	
14591.21	1676604	SNUGZ in design	United States of America	Trademark	09
14591.92	5159263	ZIP-IT	United States of America	Trademark	40
14591.91	5169707	ZEN	United States of America	Trademark	40
14591.93	5169706	ZEN (Logo)	United States of America	Trademark	03
14591.106	5324301	SoulKix	United States of America	Trademark	25
14591.92	5159263	ZIP-IT	United States of America	Trademark	40
14591.91	5169707	ZEN	United States of America	Trademark	40
14591.93	5169706	ZEN (Logo)	United States of America	Trademark	03
14591.101	5456407	SNUGZ USA	United States of America	Trademark	35, 40
14591.113	5533834	PROMO ELEVATED	United States of America	Trademark	35, 40
14591.52	D602084	Pen cap design application	United States of America	Design Patent	
14591.106	5324301	SoulKix	United States of America	Trademark	25
14591.23	TMA731443	Sougz Canada & Design	Canada	Trademark	
14591.101	5456407	SNUGZ USA	United States of America	Trademark	35, 40

Case Ref	Official No.	Title	Country	Property Type	Local Classes
14591.113	5533834	PROMO ELEVATED	United States of America	Trademark	35, 40
14591.48A	TMA757523	Smugz USA (Classes 35 & 40)	Canada	Trademark	-
14591.49A	TMA758772	Smugz Trademark (classes 35 & 40)	Canada	Trademark	-
14591.19A	TMA782181	Smugz	Canada	Trademark	-
14591.49	3530532	Smugz Service Mark	United States of America	Trademark	40
14591.49	3530532	Smugz Service Mark	United States of America	Trademark	40
14591.22A	TMA543865	Smugz	Canada	Trademark	-
14591.17A	TMA548402	Smugz	Canada	Trademark	-
14591.21A	TMA549020	SNUGZ design	Canada	Trademark	-
14591.41	3527226	Z COLLECTION	United States of America	Trademark	-