

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM558080

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Trade Associates Group, Ltd.		06/30/2018	Corporation: ILLINOIS
RECEIVING PARTY DATA			
Name:	Olly Olly Group, LLC		
Street Address:	819 Bluecrab Road		
City:	Newport News		
State/Country:	VIRGINIA		
Postal Code:	23606		
Entity Type:	Limited Liability Company: VIRGINIA		
PROPERTY NUMBERS Total: 40			
Property Type	Number	Word Mark	
Serial Number:	87608578	LITTLE ONE	
Serial Number:	87608625	LITTLE ONE	
Registration Number:	3982533	SIMPLY RIGHT	
Serial Number:	85892638	COFFEE ADDICTION	
Serial Number:	85892634	COFFEE ADDICTION	
Serial Number:	85844404	TAG TORCHPOTS	
Registration Number:	4480020	TAGSONOMA	
Serial Number:	85017930	COLORWARE	
Registration Number:	3167863	TAG	
Serial Number:	78718358	TAG TABLE	
Serial Number:	78582430	TAG WE'RE IT	
Registration Number:	3561047	CONNECTIONS	
Registration Number:	3434319	INGREDIENTS	
Registration Number:	3429690	INGREDIENTS	
Registration Number:	3687078	TFG	
Registration Number:	3664538	TFG	
Registration Number:	3661683	TAGORGANICS	
Registration Number:	3491160	TAG INGREDIENTS	
Registration Number:	3491159	TAG INGREDIENTS	

OP \$1015.00 87608578

Property Type	Number	Word Mark
Registration Number:	3491146	TAG TODAYANDEVERDAY
Registration Number:	3491091	TAG . . . WE'RE IT
Serial Number:	77414888	TAGNATURALLY
Serial Number:	77171808	TAG
Serial Number:	77171806	TAG FURNISHINGS GROUP
Serial Number:	77171738	TAG FURNISHINGS GROUP
Serial Number:	77171751	TAG
Registration Number:	3051324	BASIS
Registration Number:	2080750	
Registration Number:	1815788	
Serial Number:	74357269	
Registration Number:	1754794	TAG
Registration Number:	1650796	TAG
Serial Number:	74085152	TAG
Registration Number:	1291118	TAG
Registration Number:	1280779	TAG
Registration Number:	1278696	TAG
Registration Number:	1295269	THE BOILER
Registration Number:	1370821	TAG
Registration Number:	1277854	TAPER-IT
Registration Number:	1269803	TAG

CORRESPONDENCE DATA

Fax Number: 8889609092
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.
Phone: 757-624-3306
Email: trademarks@kaufcan.com
Correspondent Name: Nicole J. Harrell
Address Line 1: 150 West Main Street
Address Line 2: P.O. Box 3037
Address Line 4: Norfolk, VIRGINIA 23514-3037

NAME OF SUBMITTER:	Nicole J. Harrell
SIGNATURE:	/Nicole J. Harrell/
DATE SIGNED:	01/17/2020

Total Attachments: 4
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TRADEMARK ASSIGNMENT AGREEMENT

This TRADEMARK ASSIGNMENT AGREEMENT (this "Assignment Agreement") is entered into as of the 30th day of June, 2018, by TRADE ASSOCIATES GROUP, LTD, an Illinois corporation ("Assignor"), in favor of OLLY OLLY GROUP, LLC, a Virginia limited liability company ("Assignee").

WHEREAS, Assignor is the owner of the trademarks, service marks, trademark and service mark registrations and trademark and service mark applications as more fully described in Schedule A hereto (the "Marks"); and

WHEREAS, Assignor desires to assign and Assignee desires to receive all of Assignor's right, title and interest in and to all of the Marks.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby irrevocably transfers, assigns and otherwise conveys to Assignee, and Assignee hereby accepts, (a) all of Assignor's right, title and interest in and to each of the Marks, (b) all applications and registrations relating thereto, (c) all issuances, extensions and renewals thereof, (d) priority filing rights, (e) the goodwill of the business symbolized by or associated with the Marks, (f) 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 (g) any and all claims and causes of action with respect to any of the foregoing, whether accruing before, or and/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 not no obligation to sue for such legal and/or equitable relief and to collect, or otherwise recover, any such damages.

Assignor agrees to execute and deliver at the request of Assignee all papers, instruments and assignments, and to perform any other reasonable acts Assignee may request in order to vest all of Assignor's right, title and interest in and to the Marks in Assignee and/or to provide evidence to support any of the foregoing in the event such evidence is deemed necessary by Assignee, to the extent such evidence is in the possession or control of Assignor.

Assignor hereby authorizes the Commissioner for Trademarks in the United States Patent and Trademark Office to record and register this Assignment Agreement 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 reasonably necessary to effect, evidence or perfect the assignment of the Marks to Assignee, or any assignee or successor thereto.

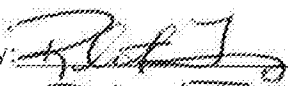
This instrument may be executed in one or more counterparts, each of which shall be deemed an original and all of which taken together shall constitute one and the same instrument.

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IN WITNESS WHEREOF; the parties hereto have executed this Assignment Agreement as of the date first set forth above.

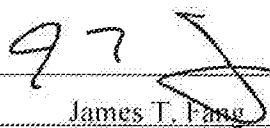
ASSIGNOR:

TRADE ASSOCIATES GROUP, LTD.

By: 
Name: Robert Sharp
Title: CEO

ASSIGNEE:

OLLY OLLY GROUP, LLC

By: 
Name: James T. Farr
Title: Manager

{Signature Page - Trademark Assignment}

Schedule A

Marks

Mark	Appl/ Reg. No	Filing/ Reg. Date	Class(es)	STATUS
little one & Design	87/608,578	9/14/17	011,020, 021,024, 025,027, 028	PENDING
LITTLE ONE	87/608,625	9/14/17	011,020, 021,024, 025,027, 028	PENDING
SIMPLY RIGHT	3,982,533	6/21/11	035	DEAD
COFFEE ADDICTION & Design	85/892,638	4/2/13	004, 007, 009, 011, 021, 024, 027, 030, 035	DEAD
COFFEE ADDICTION	85/892,634	4/2/13	004, 007, 009, 011, 021, 024, 027, 030, 035	DEAD
TAG TORCHPOTS	85/844,404	2/8/13	004	DEAD
TAGSONOMA	4,480,020	2/11/14	021	LIVE
COLORWARE	85/017,930	4/20/10	035	DEAD
TAG & Design	3,167,863	11/07/06	004, 021, 024, 027	LIVE
TAG TABLE & Design	78/718,358	9/22/05	004, 011, 021, 024, 027	DEAD
TAG WE'RE IT	78/582,430	3/8/05	004,021, 024, 027	DEAD
CONNECTIONS	3,561,047	1/13/09	20	LIVE
INGREDIENTS	3,434,319	5/27/08	035	LIVE
INGREDIENTS	3,429,690	5/20/08	035	LIVE
TFG	3,687,078	9/22/09	020	DEAD
TFG	3,664,538	8/4/09	020	DEAD
TAGORGANICS	3,661,683	7/28/09	024, 035	DEAD
TAG INGREDIENTS	3,491,160	8/26/08	035	LIVE
TAG INGREDIENTS	3,491,159	8/26/08	035	LIVE
TAG TODAYANDEVERYDAY	3,491,146	8/26/08	035	LIVE
TAG... WE'RE IT	3,491,091	8/26/08	035	LIVE
TAGNATURALLY	77/414,888	3/6/08	024, 035	LIVE
TAG	77/171,808	5/3/07	018, 020	DEAD
TAG FURNISHINGS GROUP	77/171,806	5/3/07	020, 035	DEAD
TAG	77/171,151	5/3/07	018, 020	DEAD
TAG FURNISHINGS GROUP	77/171,738	5/3/07	020, 035	DEAD
BASIS	3,051,324	1/24/06	021, 024, 027	LIVE
Design (candle)	2,080,750	7/22/97	004	LIVE
Design (outside torch)	1,815,788	1/11/94	011	DEAD
Design (candle)	74/357,269	1/9/93	004	DEAD
TAG	1,754,794	3/2/93	004	LIVE
TAG	1,650,796	7/16/91	024	LIVE

Mark	Appl/ Reg. No	Filing/ Reg. Date	Class(es)	STATUS
TAG	74/085,152	8/6/90	018	DEAD
TAG	1,291,118	5/29/84	021	LIVE
TAG	1,280,779	6/5/84	024	LIVE
TAG	1,278,696	5/22/84	008	DEAD
THE BOILER	1,295,269	9/11/84	021	DEAD
TAG	1,370,821	11/19/85	004	DEAD
TAPER-IT	1,277,854	5/15/84	008	DEAD
TAG	1,269,803	3/13/84	016	DEAD