

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
 Stylesheet Version v1.2

ETAS ID: TM565499

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Good Houskeeping Products, LLC		02/26/2020	Limited Liability Company: MICHIGAN
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	IWI IP HOLDINGS, LLC		
<b>Street Address:</b>	4000 Allen Rd.		
<b>City:</b>	Allen Park		
<b>State/Country:</b>	MICHIGAN		
<b>Postal Code:</b>	48101		
<b>Entity Type:</b>	Limited Liability Company: MICHIGAN		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4124582	CHOICE PERSONAL CARE	
<b>Registration Number:</b>	4548547	HOME SMART	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>			
<b>Phone:</b>	2483460546		
<b>Email:</b>	inventacapital@gmail.com		
<b>Correspondent Name:</b>	Michael G Shariff		
<b>Address Line 1:</b>	40900 Woodward Avenue Suite 111		
<b>Address Line 4:</b>	Bloomfield Hills, MICHIGAN 48304		
<b>NAME OF SUBMITTER:</b>	Michael G. Shariff		
<b>SIGNATURE:</b>	/michael shariff/		
<b>DATE SIGNED:</b>	03/05/2020		
<b>Total Attachments: 2</b>			
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## TRADEMARK ASSIGNMENT

WHEREAS, Good Housekeeping Products, LLC, with offices located at 21170 W. 8 Mile road, Southfield MICHIGAN 48075 is the owner of the following (collectively, the "Trademark Rights"):

The U.S. Trademark Registration Nos. 4124582 and 4548547.

Any and all rights and privileges provided under trademark, unfair competition and other laws of the United States, the individual states thereof and jurisdictions foreign thereto with respect to the mark of the foregoing registrations; the GOODWILL of the business in which the mark is used; and any and all renewals thereof, together with the right to bring suit and collect for past infringements thereof.

WHEREAS, IWI IP HOLDINGS, LLC, a company organized under the law of Michigan with offices at 4000 Allen Rd., Allen Park, MI 48101 ("IWI"), acquired the Trademark Rights.

NOW, THEREFORE, for good and other legally sufficient and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Good Housekeeping Products, LLC, hereby assign and transfer to IWI all right, title and interest in and to the Trademark Rights including, without limitation, the GOODWILL of the business in which the mark is used and the rights to assert such registered trademark and other assigned rights to collect for all past, present and future infringements, and claims for damages and the proceeds thereof, including, without limitation, license royalties and proceeds of infringement suits and all rights corresponding thereto throughout the world by reason of any past and future acts of infringement that have occurred or may occur.

Good Housekeeping Products, LLC and IWI shall, without further consideration, execute any additional documents and take such further action as may be requested to vest in IWI good, valid and marketable title to the Trademark Rights. This Assignment and all terms hereof shall be binding upon and inure to the benefit of the parties and their respective heirs, personal and legal representatives, successors and assigns.

Date: 02/26/2020

Good Housekeeping Products, LLC

By: David Konja  
David Konja / President

Date: 02/26/2020

IWI IP HOLDINGS, LLC

By: Darrin Boji  
Darrin Boji / Secretary