

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM616410

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Bliss Hammocks, Inc.		12/22/2020	Corporation: NEW YORK
RECEIVING PARTY DATA			
Name:	Snow Joe LLC		
Street Address:	305 Veterans Boulevard		
City:	Carlstadt		
State/Country:	NEW JERSEY		
Postal Code:	07020		
Entity Type:	Limited Liability Company: NEW YORK		
PROPERTY NUMBERS Total: 9			
Property Type	Number	Word Mark	
Registration Number:	5948059	TG TREKGEAR	
Registration Number:	5724586	HAMMOCK IN A BAG	
Registration Number:	5423461	BLISS HAMMOCKS	
Registration Number:	5423460	PARADISE HAMMOCKS	
Registration Number:	5421610	SKY TENT	
Registration Number:	5223138	FIND YOUR BLISS	
Registration Number:	5222827	#FINDYOURBLISS	
Registration Number:	4727982	MAHA FITNESS PRODUCTS	
Registration Number:	3553500	BLISS HAMMOCKS	
CORRESPONDENCE DATA			
Fax Number:	6179464801		
<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:	6179464830		
Email:	bosippto@seyfarth.com		
Correspondent Name:	Brian L. Michaelis		
Address Line 1:	Two Seaport Lane, Suite 300		
Address Line 2:	Seyfarth Shaw LLP		
Address Line 4:	Boston, MASSACHUSETTS 02210-2028		
ATTORNEY DOCKET NUMBER:	067025-000001		

CH \$240.00 5948059

NAME OF SUBMITTER:	Brian L. Michaelis
SIGNATURE:	/blm/
DATE SIGNED:	12/23/2020
Total Attachments: 5 source=Executed_Bliss_TM_assign#page1.tif source=Executed_Bliss_TM_assign#page2.tif source=Executed_Bliss_TM_assign#page3.tif source=Executed_Bliss_TM_assign#page4.tif source=Executed_Bliss_TM_assign#page5.tif	

ASSIGNMENT OF TRADEMARKS

This Assignment of Trademarks (this “**Trademark Assignment**”), effective as of December 22, 2020, is entered into by and between **Bliss Hammocks, INC.**, a corporation of the State of New York, having an office and principal place of business at 901 Motor Parkway, Hauppauge, New York 11788 (the “**Assignor**”) and **Snow Joe LLC**, a New York limited liability company having an office and principal place of business 305 Veterans Boulevard, Carlstadt, New Jersey 07072 (the “**Assignee**”).

WHEREAS, the Assignor is the owner of the trademarks, applications and registrations set forth on Schedule A hereto, together with the goodwill of the business associated therewith (hereinafter collectively referred to as the “**Marks**”);

WHEREAS, in connection with the execution of that certain Asset Purchase Agreement, dated November 12, 2020, by and between the Assignor and the Assignee (the “**Purchase Agreement**”), the Assignor has agreed to transfer all of its right, title and interest in and to the Marks to the Assignee; and

WHEREAS, the Assignor desires to assign all of its right, title and interest in and to the Marks to the Assignee and the Assignee desires to acquire the Marks.

NOW, THEREFORE, for good and valuable consideration set forth in the Purchase Agreement, the receipt and sufficiency of which are hereby acknowledged, the Assignor and the Assignee hereby agree as follows:

1. The Assignor does hereby irrevocably sell, assign, transfer, convey and deliver to the Assignee, its successors and assigns all of the Assignor’s right, title and interest, in and to the Marks, and all of the goodwill of the business associated with the Marks, and all registrations and pending applications for the Marks, any renewals of the registrations, in all countries throughout the world, for the Assignee’s own use and enjoyment, and for the use and enjoyment of the Assignee’s successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by the Assignor if this Trademark Assignment had not been made, together with all causes of action for any and all previously occurring infringement of the rights being assigned and the right to receive and retain the proceeds relating to those infringements.

2. The Assignor hereby requests the Commissioner for Trademarks at the United States Patent and Trademark Office (the “**Commissioner**”), as well as his or her counterparts at the corresponding entities or agencies in any country or jurisdiction that may exercise authority over the Marks, to record this Trademark Assignment. The Assignor hereby further requests the Commissioner and his or her non-US counterparts to issue any and all trademark registrations resulting from applications to register the Marks or derived therefrom to the Assignee as assignee of the entire interest therein.

3. Upon reasonable request by the Assignee, the Assignor will, at the Assignor’s expense, execute further papers (including, without limitation, the execution and delivery of any and all affidavits, declarations, oaths, samples, exhibits, specimens, assignments, powers of attorney or other documentation) and to do such other acts as may be necessary or reasonably requested by the Assignee to vest full title in and to the Marks in the Assignee or which may be necessary to obtain, renew, issue or enforce the Marks.

4. This Trademark Assignment may be executed in any number of counterparts (including by means of electronic signature, facsimile and electronically transmitted portable document format (pdf) signature pages), each of which shall be an original but all of which together shall constitute one and the same instrument.

5. This Trademark Assignment shall be governed by and construed in accordance with the internal laws of the State of New York (excluding application of any choice of law doctrines that would make

applicable the law of any other state or jurisdiction) and, where appropriate, applicable federal law. No amendment of any provision of this Trademark Assignment shall be valid unless the same shall be in writing and signed by the Assignor and the Assignee. No waiver by any party of any provision of this Trademark Assignment or any default or breach of covenant hereunder, whether intentional or not, shall be valid unless the same shall be in writing and signed by the party against whom the waiver is to be effective nor shall such waiver be deemed to extend to any prior or subsequent default or breach of covenant hereunder or affect in any way any rights arising by virtue of any prior or subsequent such occurrence.

6. This Trademark Assignment shall be binding upon, and shall inure to the benefit of, the parties hereto and their respective successors and assigns.

7. The Assignor and the Assignee agree that this Trademark Assignment is subject to the terms and conditions of the Purchase Agreement, including without limitation the representations, warranties and covenants set forth therein, and that this Trademark Assignment shall not be deemed to limit, enlarge or extinguish any obligation of the Assignor or the Assignee under the Purchase Agreement, all of which obligations shall survive the delivery of this Trademark Assignment in accordance with the terms of the Purchase Agreement.

**[remainder of page intentionally left blank]
[signature page to follow]**

IN WITNESS WHEREOF, the Assignor and the Assignee have caused this Trademark Assignment to be executed as of the date first set forth above.


ASSIGNOR:

Bliss Hammocks, Inc., a corporation of the State of New York

By: 
Name: DAVID ERTMAN
Title: PRESIDENT

ASSIGNEE:

~~Snow Joe LLC~~ a New York limited liability company

By: 
Name: Paul Riley Jr.
Title: COO

[Signature Page to Trademark Assignment]

TRADEMARK

REEL: 007165 FRAME: 0391

Schedule A

[see next page]

Trademark Name	Status	Registration No.	Registration Date
TG TREKGEAR design	Registered	5948059	31-Dec-2019
HAMMOCK IN A BAG	Registered	5724586	16-Apr-2019
BLISS HAMMOCKS	Registered	5423461	13-Mar-2018
PARADISE HAMMOCKS	Registered	5423460	13-Mar-2018
SKY TENT	Registered	5421610	13-Mar-2018
FIND YOUR BLISS	Registered	5223138	13-Jun-2017
#FINDYOURBLISS	Registered	5222827	13-Jun-2017
MAHA FITNESS PRODUCTS design	Registered	4727982	28-Apr-2015
BLISS HAMMOCKS design	Registered	3553500	30-Dec-2008