

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM663758

SUBMISSION TYPE:	RESUBMISSION		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
RESUBMIT DOCUMENT ID:	900626305		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Sweet Things, Inc.		06/14/2021	Corporation:
RECEIVING PARTY DATA			
Name:	Simple Mills, Inc.		
Street Address:	435 N. LaSalle Street, 2nd Floor		
City:	Chicago		
State/Country:	ILLINOIS		
Postal Code:	60654		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1926608	SWEET THINS	
CORRESPONDENCE DATA			
Fax Number:	3125548015		
<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:	312-554-8000		
Email:	jae@pattishall.com		
Correspondent Name:	Jessica A. Ekhoff		
Address Line 1:	200 S. Wacker Drive, Suite 2900		
Address Line 2:	c/o Pattishall, McAuliffe, Newbury, Hill		
Address Line 4:	Chicago, ILLINOIS 60606		
ATTORNEY DOCKET NUMBER:	3341-35		
NAME OF SUBMITTER:	Jessica A. Ekhoff		
SIGNATURE:	/Jessica A. Ekhoff/		
DATE SIGNED:	07/30/2021		
Total Attachments: 2			
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TRADEMARK ASSIGNMENT

WHEREAS, Sweet Things, Inc., a California corporation having a place of business at 1 Blackfield Road, Tiburon, California 94920 ("Sweet Things") owns rights in and to the mark SWEET THINS, including United States Registration No. 1,926,608; and

WHEREAS, Simple Mills, Inc., of Chicago, Illinois ("Assignee"), desires to acquire the SWEET THINS trademark;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Sweet Things does hereby assign to Assignee, pursuant to the Trademark Purchase Agreement effective as of June 7, 2021, by and between Sweet Things and Assignee's agent, any and all of Sweet Things' right, title, and interest in and to the trademark SWEET THINS, and any registrations therefor, including U.S. Registration No. 1,926,608, together with the goodwill associated with and symbolized by the mark, and all rights to sue and recover for past infringements.

SWEET THINGS, INC.

By:

Name:

Title:

Date:

Marsha Laska
MARSHA LASKA
President
6-14-2021

SIMPLE MILLS, INC.

By:

Name:

Title:

Date:

DocuSigned by:
Michelle Lorge
Michelle Lorge
Chief Marketing Officer
6/16/2021

By:

Name:

Title:

Date:

Sharon Leach
SHARON LEACH
VP
6/14/21