

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM681663

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Allan Wendling		06/14/2021	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Just Fur Love LLC		
Street Address:	667 Boylston Street, 3rd Floor		
Internal Address:	Suite 310		
City:	Boston		
State/Country:	MASSACHUSETTS		
Postal Code:	02116		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 11			
Property Type	Number	Word Mark	
Registration Number:	4766187	NEVERCURL	
Registration Number:	6151215	NEVERCURL	
Registration Number:	5789243	PURPLE PET	
Registration Number:	5705173	PURPLE PET IPRIMIO	
Registration Number:	5765745	SCOOP MONSTER	
Registration Number:	5850369	MIGHTY X	
Registration Number:	4926240	STEPNGRIP	
Registration Number:	4898038	IPRIMIO	
Registration Number:	4881419	SLIPTOGRIP	
Registration Number:	5132090	IPRIMIO	
Registration Number:	5132092	SLIPTOGRIP	
CORRESPONDENCE DATA			
Fax Number:	6176468646		
<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:	6176468000		
Email:	rmvtrademarks@wolfgreenfield.com		
Correspondent Name:	Ryan M. Van Olst		
Address Line 1:	600 Atlantic Avenue		
TRADEMARK			

OP \$290.00 4766187

Address Line 2: Wolf, Greenfield & Sacks, P.C.
Address Line 4: Boston, MASSACHUSETTS 02210

ATTORNEY DOCKET NUMBER: W1100.40017US00

NAME OF SUBMITTER: Ryan M. Van Olst

SIGNATURE: /RMV/

DATE SIGNED: 10/18/2021

Total Attachments: 3

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TRADEMARK ASSIGNMENT AGREEMENT

This Trademark Assignment Agreement (this "Assignment"), dated as of June 14, 2021 (the "Effective Date"), is made by Allan Wendling ("Assignor") located at 7333 Old Timber Trail, New Lothrop, Michigan 48460 and Just Fur Love LLC ("Assignee"), located at 667 Boylston St, 3rd Floor, Suite 310, Boston, Massachusetts 02116.

WHEREAS, Assignee is the purchaser of all of the assets of Assignor pursuant to that certain Asset Purchase Agreement dated as of even date herewith (the "Purchase Agreement");

WHEREAS, Assignor own all of the rights, title and interest in and to the Assigned Trademarks with the goodwill of the business connected with the use of, and symbolized by, the Trademarks (as defined herein), and, pursuant to the Purchase Agreement, have agreed to execute and deliver this Assignment, for recording with the United States Patent and Trademark Office and corresponding entities or agencies in any applicable jurisdiction (collectively, the "Agencies").

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties hereto agree as follows:

1. Assignment. Assignor hereby irrevocably conveys, transfers and assigns to Assignee, and Assignee hereby accepts from Assignor, all of Assignor's right, title and interest in and to the following:
 - a. all trademark registrations and applications including, without limitation, those set forth on Schedule 1, attached hereto, and all issuances, extensions, and renewals thereof (collectively, the "Trademarks"), together with the goodwill of the business connected with the use of, and symbolized by, the Trademarks;
 - b. all rights of any kind whatsoever of Assignor accruing under any of the foregoing provided by applicable law of any jurisdiction, by international treaties and conventions, and otherwise throughout the world;
 - c. 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
 - d. any and all claims and causes of action with respect to any of the foregoing, whether accruing before, on or after the Effective Date, 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 but no obligation to sue for such legal and equitable relief and to collect, or otherwise recover, any such damages.
2. Recordation and Further Actions. Assignor hereby authorizes the United States Patent and Trademark Office and the officials of other Agencies to record and register this Assignment upon request by Assignee. Following the Effective Date, upon Assignee's reasonable request, 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 Assigned Trademark to Assignee, or any assignee or successor thereto.

3. Terms of the Purchase Agreement. The parties hereto acknowledge and agree that this Assignment is entered into pursuant to the Purchase Agreement, to which reference is made for a further statement of the rights and obligations of Assignor, and Assignee (as applicable) with respect to the Assigned Trademark. The representations, warranties, covenants, agreements and indemnities contained in the Purchase Agreement shall not be superseded hereby but shall remain in full force and effect to the full extent provided therein. In the event of any conflict or inconsistency between the terms of the Purchase Agreement and the terms of this Assignment, the terms of the Purchase Agreement shall govern and control.

4. Counterparts. This Assignment may be executed in counterparts, each of which shall be deemed an original, but all of which together shall be deemed one and the same agreement. A signed copy of this Assignment delivered by facsimile, e-mail or other means of electronic transmission shall be deemed to have the same legal effect as delivery of an original signed copy of this Assignment.

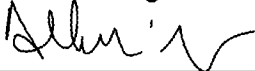
5. Successors and Assigns. This Assignment shall be binding upon and shall inure to the benefit of the parties hereto and their respective successors and assigns.

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

IN WITNESS WHEREOF, the undersigned have duly executed and delivered this Assignment as of the Effective Date.

ASSIGNOR:

Allan Wendling



ASSIGNEE:

Just Fur Love LLC

DocuSigned by:



CE20D020411E400

Chris Bell, Authorized Signatory

Schedule 1

Mark	Country	Reg. No. / (Serial No.)	Reg. Date (Filing Date)
NEVERCURL	United States of America	4766187	June 30, 2015
NEVERCURL	United States of America	6151215	September 15, 2020
PURPLE PET	United States of America	5789243	June 25, 2019
PURPLE PET IPRIMIO	United States of America	5705173	March 19, 2019
SCOOP MONSTER	United States of America	5765745	May 28, 2019
MIGHTY X	United States of America	5850369	September 3, 2019
STEPNGRIP	United States of America	4926240	March 29, 2016
IPRIMIO	United States of America	4898038	February 9, 2016
SLIPTOGRIP	United States of America	4881419	January 5, 2016
IPRIMIO	United States of America	5132090	January 31, 2017
SLIPTOGRIP	United States of America	5132092	January 31, 2017
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
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[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]