

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM696960

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Shelf Reliance, LLC		12/21/2021	Limited Liability Company: UTAH
Jason Budge		12/21/2021	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Shelf Co LLC		
Street Address:	691 S. Auto Mall Drive		
City:	American Fork		
State/Country:	UTAH		
Postal Code:	84003		
Entity Type:	Limited Liability Company: UTAH		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3201095	CANSOLIDATOR	
Registration Number:	3308368	SHELF RELIANCE	
CORRESPONDENCE DATA			
Fax Number:	8019337373		
<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:	801-933-7360		
Email:	ip.docket.slc@dorsey.com		
Correspondent Name:	Tiffany Shimada, Dorsey & Whitney LLP		
Address Line 1:	111 South Main Street, Suite 2100		
Address Line 2:	IP Docketing		
Address Line 4:	Salt Lake City, UTAH 84111-2176		
ATTORNEY DOCKET NUMBER:	515463-00001		
NAME OF SUBMITTER:	Pamela Kleiner		
SIGNATURE:	/pamela kleiner/		
DATE SIGNED:	12/22/2021		
Total Attachments: 3			
source=2021-12-21 - Trademark Assignment from Shelf Reliance, LLC and Jason Budge to Shelf Co			

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TRADEMARK ASSIGNMENT

This Trademark Assignment ("Assignment") is effective December 21, 2021, and is between Shelf Reliance, LLC, a Utah limited liability company and Jason Budge, U.S Citizen (together, "Assignors"), and Shelf Co LLC, a Utah limited liability company, with an address of 691 S. Auto Mall Drive, American Fork, UT 84003 ("Assignee").

WHEREAS, Assignors own certain trademarks represented by the trademark registrations more fully described in **Schedule A** hereto (the "Marks"); and

WHEREAS, Assignors want to assign and Assignee wants to receive all of Assignors' right, title, and interest in the Marks together with all goodwill symbolized by or associated with the Marks.

NOW, THEREFORE, the parties agree as follows:

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignors hereby irrevocably assign to Assignee all of Assignors' right, title and interest in and to the Marks as they exist anywhere in the world and as may be created or acquired at any date in the future, along with all goodwill of the business symbolized by or associated with the Marks, and with all claims arising out of or relating to the use or ownership of the Marks. This assignment includes without limitation all applications and registrations for the Marks, all priority rights or claims based on International Conventions, all rights to proceeds of the Marks, including income, royalties, damages, profits, and payments now or hereafter payable, all rights of action of Assignors, and the right to take proceedings and to seek damages and all other available remedies, against third parties for past, present, or future infringement of the Marks.

Assignors shall execute and deliver any other documents and perform any other reasonable acts Assignee may request, that may be necessary and appropriate to effectuate the provisions of this agreement and establish Assignee's rights in the Marks.

This Assignment may be executed in one or more counterparts, each of which shall be deemed an original, and together shall constitute one and the same assignment, it being understood that the parties hereto need not sign the same counterpart.

Each party has signed this Assignment effective on the date stated in the introductory clause.

[SIGNATURE PAGE FOLLOWS]

IN WITNESS WHEREOF, the parties hereto have executed this Agreement as of the date set out above.

SHELF RELIANCE, LLC
ASSIGNOR

SHELF CO LLC
ASSIGNEE



DocuSigned by:
STEVE PALMER
By: _____
Name: Steven L. Palmer
Title: Manager

DocuSigned by:
Jason Budge
By: _____
Name: Jason Budge
Title: Manager

JASON BUDGE
ASSIGNOR

DocuSigned by:
Jason Budge
By: _____
Name: Jason Budge

SCHEDULE A

COUNTRY	MARK	APP NO. / FILING DATE	REG NO. / REG. DATE	CLASS(ES)	GOODS
United States	CANSOLIDATOR (Stylized) 	78755032 Nov. 16, 2005	3201095 Jan. 23, 2007	020	Shelving and component parts thereof, namely shelves and brackets sold as a unit
United States	SHELF RELIANCE and Design 	78552200 Jan. 22, 2005	3308368 Oct. 09, 2007	020	Shelves