

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM715326

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
TRACEY KING		03/16/2022	INDIVIDUAL: NEW ZEALAND
RECEIVING PARTY DATA			
Name:	KONSCIOUS FOODS INC		
Street Address:	251 Little Falls Drive		
City:	Wilmington		
State/Country:	DELAWARE		
Postal Code:	19808		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	87934168	CONSCIOUS FOOD	
CORRESPONDENCE DATA			
Fax Number:	1323843989		
<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:	310-562-1222		
Email:	jackolivo@olivoipg.com		
Correspondent Name:	JOHN W. OLIVO, JR		
Address Line 1:	9440 SANTA MONICA BLVD STE 301		
Address Line 2:	c/o OLIVO IP LAW GROUP PC		
Address Line 4:	BEVERLY HILLS, CALIFORNIA 90210		
NAME OF SUBMITTER:	John W. Olivo, Jr.		
SIGNATURE:	/John W. Olivo, Jr./		
DATE SIGNED:	03/18/2022		
Total Attachments: 2			
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OP \$40.00 87934168

Benjamin P. Kuo, Esq.
PO Box 660122, Arcadia, CA 91066
bkuo@benasaur.com
213.290.2586

Trademark Application Assignment Agreement

This Trademark/Application Purchase and Assignment Agreement (the "Agreement") is made as of the Effective Date, between Tracey King, a resident of New Zealand (the "Assignor"), and **Konscious Foods Inc.**, a company incorporated in the State of Delaware, USA (the "Assignee").

The Assignor is the registered owner/applicant of one (1) mark(s) and/or applications that is/are applied for or registered in the United States Patent and Trademark Office, Registration/Application Nos. 87934168 "Conscious Food".

The Assignee wishes to acquire the Assignor's rights in the trademark listed in Agreement.

The Assignee agrees to pay the Assignor TWO THOUSAND U.S. DOLLARS (\$2,000.00) as valuable and good consideration.

In exchange, the Assignor hereby conveys, transfers, and assigns to the Assignee all of the Assignor's right, title, and interest of whatever kind in the mark, together with:

- 1) the goodwill of the business relating to the products and services on which the marks are used/intended to be used and for which they are registered, the assignment being part of the entire business or portion thereof to which the mark pertains, as required by Section 10 of the Trademark Act, 15 U.S.C. §1060;
- 2) all income, royalties, and damages hereafter due or payable to Assignor with respect to the marks, including without limitation, damages, and payments for past or future infringements and misappropriations of the marks; and
- 3) all rights to sue for past, present and future infringement or misappropriations of the marks.

The Assignor further covenants that it will take all actions that may be necessary for securing, completing, or vesting in the Assignee full right, title, and interest in the mark and its related property.

The Assignor hereby discloses that her spouse owns and controls Conscious Food, Ltd., a company registered in New Zealand ("Company"), but that Assignor represents that Company has not and does not intend to use its name in commerce.

In witness whereof, the Assignor has duly executed under seal and delivered this Assignment, as of the Effective Date below.



Signature of Assignor

TRACEY KING

Title / Print Name

03/16/2022

Effective Date