

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM724327

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
London Johnson, Inc.		07/23/2021	Corporation: ILLINOIS
RECEIVING PARTY DATA			
Name:	Perch Acquisition Co. 36, LLC		
Street Address:	667 Boylston Street		
City:	Boston		
State/Country:	MASSACHUSETTS		
Postal Code:	02116		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 10			
Property Type	Number	Word Mark	
Registration Number:	5050603		
Registration Number:	6235499		
Registration Number:	6230188		
Registration Number:	5178283		
Registration Number:	6382331	SERENE DREAM	
Registration Number:	6382330	SERENE CLASSIC	
Registration Number:	6382332	SERENE TRANQUILITY	
Registration Number:	6382328	SERENE ESCAPE	
Registration Number:	6382329	SERENE RETREAT	
Serial Number:	90135509	SERENE SANCTUARY	
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		
Address Line 2:	Wolf, Greenfield & Sacks, P.C.		
Address Line 4:	Boston, MASSACHUSETTS 02210		

OP \$265.00 5050603

ATTORNEY DOCKET NUMBER:	W1100.20163US00
NAME OF SUBMITTER:	Ryan M. Van Olst
SIGNATURE:	/RMV/
DATE SIGNED:	04/27/2022

Total Attachments: 5

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TRADEMARK ASSIGNMENT AGREEMENT

This Trademark Assignment Agreement (this "Assignment"), dated as of July 23, 2021 (the "Effective Date"), is made by London Johnson, Inc. ("Assignor") located at Suite 180 3110 Webb Ave Dallas TEXAS 75205 and Perch Acquisition Co. 36, LLC ("Assignee"), located at 667 Boylston Street, 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. 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:

London Johnson, Inc.

Brian Johnson

Brian Johnson, Authorized Signatory

ASSIGNEE:

Perch Acquisition Co. 36, LLC

Chris Bell, CEO

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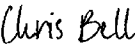
ASSIGNOR:

London Johnson, Inc.

Brian Johnson, Authorized Signatory

ASSIGNEE:




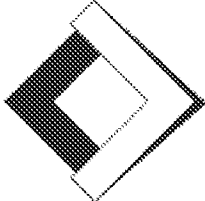
Perch Acquisition Co. 36, LLC

DocuSigned by:


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Chris Bell, CEO

Schedule 1

Mark	Country	Reg. No. (Serial No.)	Reg. Date (Filing Date)
	United States of America	5050603	September 27, 2016
	United States of America	6235499	December 29, 2020
	United States of America	6230188	December 22, 2020
	United States of America	5178283	April 4, 2017
SERENE DREAM	United States of America	6382331	June 8, 2021
SERENE CLASSIC	United States of America	6382330	June 8, 2021
SERENE TRANQUILITY	United States of America	6382332	June 8, 2021
SERENE ESCAPE	United States of America	6382328	June 8, 2021
SERENE RETREAT	United States of America	6382329	June 8, 2021

SERENE SANCTUARY

United States of America

(90/135,509)

(August 25, 2020)