

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM727222

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Bold Retail LLC		05/10/2022	Limited Liability Company: ARKANSAS
RECEIVING PARTY DATA			
Name:	Bold Strategies, Inc.		
Street Address:	3301 South Market Street		
City:	Rogers		
State/Country:	ARKANSAS		
Postal Code:	72758		
Entity Type:	Corporation: ARKANSAS		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	5386444	APPRECIATION IN A BOX	
Registration Number:	5400382	BOLD RETAIL	
Registration Number:	5526561	OZARK HANDMADE	
Registration Number:	5539111	TENT POWER	
Registration Number:	5573511	CHOOSY CHEF	
CORRESPONDENCE DATA			
Fax Number:			
<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:	8452870011		
Email:	brad@rothschildesq.com		
Correspondent Name:	Bradley S. Rothschild, Esq.		
Address Line 1:	38 High Avenue		
Address Line 2:	4th Floor		
Address Line 4:	Nyack, NEW YORK 10960		
NAME OF SUBMITTER:	Bradley S. Rothschild, Esq.		
SIGNATURE:	/Bradley S. Rothschild/		
DATE SIGNED:	05/11/2022		
Total Attachments: 3			

OP \$140.00 5386444

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TRADEMARK ASSIGNMENT

This Assignment (“Assignment”) is made effective as of May 10, 2022 from Bold Retail LLC, a Limited Liability Company organized in Arkansas, having his address located at 100 North Dixieland Road, Suite 2-200, Rogers, ARKANSAS UNITED STATES 72756, to Bold Strategies, Inc.(“Assignee”) a Corporation organized in Arkansas, having its principle place of business located at 3301 South Market Street, Rogers, ARKANSAS UNITED STATES 72758.

WHEREAS, ASSIGNORS are the owner of the following U.S. Trademark Applications/Registrations:

See Exhibit A

together with the goodwill of the business symbolized thereby in connection with the goods/services for which the Mark is used (the “Goods/Services”).

WHEREAS, ASSIGNORS desire to convey, transfer, assign, deliver, and contribute to ASSIGNEE all of his rights, title, and interest in and to the Mark.

NOW, THEREFORE, in consideration of the payment of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNORS hereby convey, transfer, assign, deliver, and contribute to ASSIGNEE all of ASSIGNORS’ right, title, and interest of whatever kind in and to the Mark, together with (1) the goodwill of the business relating to Services for which the Mark is used and for which it is registered, (2) all income, royalties, and damages hereafter due or payable to ASSIGNORS with respect to the Mark, including without limitation, damages, and payments for past or future infringements and misappropriations of the Mark, and (3) all rights to sue for past, present and future infringements or misappropriations of the Marks

ASSIGNORS further covenant that they will execute all documents, papers, forms and authorizations and take all other actions that may be necessary for securing, completing, or vesting in ASSIGNEE full right, title, and interest in the Mark.

IN WITNESS WHEREOF, ASSIGNER has duly executed under seal and delivered this Assignment, as of the day and year first above written.

ASSIGNOR:

By: DocuSigned by:
Allan F Peretz
87D9790GB623425...
Allan Peretz
Authorized Representative

Exhibit A

Mark	Application #	Registration #
APPRECIATION IN A BOX	87/517,342	5,386,444
BOLD RETAIL	87/508,846	5,400,382
OZARK HANDMADE	87/664,482	5,526,561
TENT POWER	87/664,440	5,539,111
CHOOSY CHIEF	87/664,461	5,573,511