

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM735328

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Happy Healthy Hippie Co LLC		06/01/2022	Limited Liability Company:
RECEIVING PARTY DATA			
Name:	1949 All the Kings Men, LLC		
Street Address:	9903 Santa Monica Blvd		
City:	Beverly Hills		
State/Country:	UNITED STATES		
Postal Code:	90212		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	97035734	PUMP IT UP	
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>			
Email:	legal@happyhealthyhippieco.com		
Correspondent Name:	Sara Burlew		
Address Line 1:	9903 Santa Monica Blvd		
Address Line 2:	Ste 605		
Address Line 4:	Beverly Hills, CALIFORNIA 90212		
NAME OF SUBMITTER:	Sara Burlew		
SIGNATURE:	/Sara Burlew/		
DATE SIGNED:	06/16/2022		
Total Attachments: 4			
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TRADEMARK ASSIGNMENT AGREEMENT

This Trademark Assignment Agreement (this “Assignment”), dated as of June 1, 2022 (the “Effective Date”), is made by Happy Healthy Hippie Co LLC, a Delaware limited liability company (“Assignor”), in favor of 1949 All the King’s Men LLC, a Delaware limited liability company (“Assignee”).

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 by and between Assignor, Assignee, Keio Lewis and Kylie Lewis (the “Purchase Agreement”);

WHEREAS, pursuant to the Purchase Agreement, Assignor has conveyed, transferred and assigned to Assignee, among other assets, certain intellectual property of Assignors; and

WHEREAS, Assignor owns all of the rights, title and interest in and to the Trademark Assets (as defined herein), and, pursuant to the Purchase Agreement, has 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 trademark applications, including, without limitation, those set forth on Schedule 1, attached hereto, and all issuances, extensions, and renewals thereof (collectively, the “Trademark Assets”), together with the goodwill of the business connected with the use of, and symbolized by, the Trademark Assets;

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 Commissioner for Trademarks in 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 Trademark Assets 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 with respect to the Trademark Assets. 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 State of California, United States of America, without giving effect to any choice or conflict of law provision or rule.

(Signature Page Follows)

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

ASSIGNOR:

Happy Healthy Hippie Co LLC, a Delaware limited liability company

By: 

Name: Keio Lewis

Title: Owner

ASSIGNEE:

1949 All the King's Men LLC, a Delaware limited liability company

Adam Epstein
By: _____

Name: Adam Epstein

Title: Authorized Representative

SCHEDULE 1

Trademark Assets

Trademark	File No./Mark	Territory	Registered Entity	Registration Number	Application Serial Number	Renewal Date	Brand Registry Account	Status	Comments/Notes
Happy Healthy Hippie	(4) STANDARD CHARACTER MARK	USPTO	Happy Healthy Hippie / Keio Elliot Lewis	5595054	87837146		Happy Healthy Hippie - Amazon US	Live	Registered as a sole proprietorship
Joy-Filled	(4) STANDARD CHARACTER MARK	USPTO	Happy Healthy Hippie Co LLC		97049084			Application Filed	Filed 9/28/21 - waiting examination
Go With The Flow	(4) STANDARD CHARACTER MARK	USPTO	Happy Healthy Hippie Co LLC		97049006			Application Filed	Filed 9/28/21 - waiting examination
Pump It Up	(4) STANDARD CHARACTER MARK	USPTO	Happy Healthy Hippie Co LLC		97035734			Application Filed	Filed 9/28/21 - waiting examination
Namastay In Bed	(4) STANDARD CHARACTER MARK	USPTO	Happy Healthy Hippie Co LLC		97049090			Application Filed	Filed 9/28/21 - waiting examination
Get Your Greens	(4) STANDARD CHARACTER MARK	USPTO	Happy Healthy Hippie Co LLC		97049073			Application Filed	Filed 9/28/21 - waiting examination
Vegan Collagen Builder	(4) STANDARD CHARACTER MARK	USPTO	Happy Healthy Hippie Co LLC		97051557			Application Filed	Filed 9/28/21 - waiting examination
Be Grounded	(4) STANDARD CHARACTER MARK	USPTO	Happy Healthy Hippie Co LLC		97048978			Application Filed	Filed 9/28/21 - waiting examination
A Little Pick Me Up	(4) STANDARD CHARACTER MARK	USPTO	Happy Healthy Hippie Co LLC		97049058			Application Filed	Filed 9/28/21 - waiting examination
Positively Pregnant	(4) STANDARD CHARACTER MARK	USPTO	Happy Healthy Hippie Co LLC		97049043			Application Filed	Filed 9/28/21 - waiting examination
Positively Pregnant Dad Edition	(4) STANDARD CHARACTER MARK	USPTO	Happy Healthy Hippie Co LLC		97049031			Application Filed	Filed 9/28/21 - waiting examination