

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM843472

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	02/13/2023		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Fresh Street LLC		09/07/2023	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	RETAIL SERVICES WIS CORPORATION		
Street Address:	1921 State Highway 121		
Internal Address:	Suite 100		
City:	Lewisville		
State/Country:	TEXAS		
Postal Code:	75056		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Serial Number:	90504768	FRESH STREET	
Serial Number:	97314921	FRESH STREET	
Serial Number:	97314924	FRESH STREET	
Serial Number:	97314928		
CORRESPONDENCE DATA			
Fax Number:	2483583351		
<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:	2483584400		
Email:	trademarks@brookskushman.com		
Correspondent Name:	Molly Mack Crandall		
Address Line 1:	1000 Town Center, 22nd Floor		
Address Line 4:	Southfield, MICHIGAN 48075-1238		
ATTORNEY DOCKET NUMBER:	WISI0111A		
NAME OF SUBMITTER:	Molly Mack Crandall		
SIGNATURE:	/mollymackcrandall/		
DATE SIGNED:	10/03/2023		

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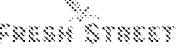

Total Attachments: 2

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CONFIRMATION OF TRADEMARK ASSIGNMENT

WHEREAS, **FRESH STREET LLC**, a Delaware limited liability company, having an address of 11134 Venezia Dr., Frankfort, Illinois 60423 (the “**Assignor**”), adopted and used or intended to use in its business the following trademarks, and is the owner of record for the following trademark registration and pending intent-to-use applications therefor at the United States Patent and Trademark Office:

Mark	Country	Filing Basis	App No.	Filing Date	Notice of Allowance Issued	Reg No.	Reg Date
FRESH STREET	UNITED STATES	Sec. 1(a)	90504768	February 2, 2021	February 22, 2022	6890413	November 1, 2022
FRESH STREET & Design 	UNITED STATES	Sec. 1(b)	97314921	March 16, 2022	April 4, 2023		
FRESH STREET & Design 	UNITED STATES	Sec. 1(b)	97314924	March 16, 2022	April 4, 2023		
	UNITED STATES	Sec. 1(b)	97314928	March 16, 2022	April 4, 2023		

WHEREAS, **FRESH STREET LLC** intended to use the marks in the pending applications, but had not yet filed Statements of Use for same under 15 U.S.C. Sec. 1051(c) and (d)(1) of the Trademark Act;

WHEREAS, **RETAIL SERVICES WIS CORPORATION**, a Delaware corporation with its principal office at 1921 State Highway 121, Suite 100, Lewisville, Texas 75056 (the “**Assignee**”), is the successor of the ongoing and existing business (or portion thereof) of Assignor, and has acquired the above-listed trademarks, goodwill, and ongoing and existing business to which said trademarks, registration and applications pertain;

WHEREAS, **FRESH STREET LLC** confirms that on **February 13, 2023**, for good and valuable consideration, the sufficiency of which is hereby acknowledged, it conveyed, assigned and transferred to **RETAIL SERVICES WIS CORPORATION** the entire right, title, and interest in and to the trademarks and the registration and applications therefor as set forth above, including the goodwill of the business associated with the use of and symbolized by the marks and the entire ongoing and existing business, or portion thereof, to which the marks pertain as required by 15 U.S.C. Sec. 1060; and

WHEREAS, **RETAIL SERVICES WIS CORPORATION** hereby confirms that on **February 13, 2023**, it acquired all rights, title, and interest in and to the trademarks and the registration and applications therefor as set forth above, including the goodwill of the business associated with the use of and symbolized by the marks and the entire ongoing and existing business, or portion thereof, to which the marks pertain.

FRESH STREET LLC, ASSIGNOR

Assignor

Michael Sayles

Signed By: 3C210D42FD9F60519D2FDEC3F58E1115 contractworks

Printed Name: Michael Sayles

Title: CEO

Date: 09/07/2023

RETAIL SERVICES WIS CORPORATION, ASSIGNEE

Assignor

Richard Baxter

Signed By: 78B424DCBF840BB5F1B22C7FA01283D0 contractworks

Printed Name: Richard Baxter

Title: CFO

Date: 09/11/2023