

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM366884

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Universal Holdings I, LLC		09/25/2015	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	John C. Wheeler		
Street Address:	70 West Madison Street, Suite 2300		
City:	Chicago		
State/Country:	ILLINOIS		
Postal Code:	60602		
Entity Type:	INDIVIDUAL: UNITED STATES		
PROPERTY NUMBERS Total: 19			
Property Type	Number	Word Mark	
Registration Number:	3697248	WARM APPLE PIE	
Registration Number:	3627640	AIR SECURE	
Serial Number:	86801783	SMITH BROS.	
Registration Number:	0050947	SMITH BROTHERS	
Registration Number:	1192612	SEN-SEN	
Registration Number:	0247091	SEN-SEN	
Registration Number:	4804870	SUPPORT RELIEF RESTORE	
Registration Number:	0425169	SB	
Registration Number:	1949738	ALL-HERBAL	
Registration Number:	2430636	DAILY-C	
Registration Number:	2353548	PHARMARIGHT	
Registration Number:	2370639	INTENSEMINTS	
Registration Number:	2693606	SMOKERSGUARD	
Registration Number:	2260023	FRUITRIENTS	
Registration Number:	0421962	JUICELETS	
Registration Number:	2304353		
Registration Number:	1950350		
Registration Number:	1410815		
Registration Number:	0247418		
TRADEMARK			

OP \$490.00 3697248

CORRESPONDENCE DATA**Fax Number:** 212-586-50

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.

Phone: 212-586-5095**Email:** ltauber@ctswlaw.com**Correspondent Name:** Laurence S. Tauber**Address Line 1:** 420 Lexington Ave, #2400**Address Line 4:** New York, NEW YORK 10170

NAME OF SUBMITTER:	Laurence S. Tauber
---------------------------	--------------------

SIGNATURE:	/Laurence S. Tauber/
-------------------	----------------------

DATE SIGNED:	12/22/2015
---------------------	------------

Total Attachments: 2

source=00277761#page1.tif

source=00277761#page2.tif

Trademark Assignment

TRADEMARK ASSIGNMENT made as of September 25, 2015, between Universal Holdings I, LLC, a Delaware limited liability company ("Assignor"), in favor of John C. Wheeler, an individual, not individually, but as assignee for the benefit of creditors of Universal Holdings I, LLC ("Assignee").

WHEREAS, Assignor is the owner of the trademarks and service marks, and registrations therefor, identified on Exhibit A attached hereto (collectively, "the Marks") which are used in connection with the operation of Assignor's business; and

WHEREAS, Assignor and Assignee entered into a Trust Agreement and Assignment for the Benefit of Creditors of Universal Holdings I, LLC, dated as of the 25th day of September, 2015, in accordance with which Assignor desires to assign to Assignee certain assets, including without limitation the Marks; and

WHEREAS, Assignee desires to acquire all right, title, and interest in and to the Marks, together with the goodwill of the business symbolized by and associated with the Marks, and the registrations for the Marks; and

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor and Assignee hereby agree as follows:

CONVEYANCE OF RIGHTS. Assignor hereby sells, assigns and transfers to Assignee all right, title and interest in and to each of the Marks, together with the goodwill of the business symbolized by and associated with each of the Marks, and the registrations for the Marks.

IN WITNESS WHEREOF, Assignor has executed this Trademark Assignment as of the date first above written.

UNIVERSAL HOLDINGS I, LLC

By: 

Name: Carol Hennessey

Title: Chief Financial Officer

EXHIBIT A

US Registered Trademarks

Mark	Registration No. (or Serial No. if so indicated)	Registration Date (or Filing Date if so indicated)
WARM APPLE PIE	3697248	10/23/2009
AIR SECURE	3627640	5/26/2009
SMITH BROS. (pending)	86801783 (Serial No.)	10/28/2015 (filing date)
SMITH BROTHERS	0050947	4/3/1906
SEN-SEN	1192612	3/23/1982
SEN-SEN	0247091	9/18/1928
SUPPORT RELIEF RESTORE	4804870	9/1/2015
SB	0425169	11/5/1946
ALL-HERBAL	1949738	1/16/1996
DAILY-C	2430636	2/27/2001
PHARMARIGHT	2353548	5/30/2000
INTENSEMINTS	2370639	7/5/2000
SMOKERSGUARD	2693606	3/4/2003
FRUITRIENTS	2260023	7/6/1999
JUICELETS	0421962	6/25/1946
<i>Design Only</i>	2304353	12/28/1999
<i>Design Only</i>	1950350	1/23/1996
<i>Design Only</i>	1410815	9/23/1986
<i>Design Only</i>	0247418	9/25/1928