

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
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ETAS ID: TM436020

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Naturalena Brands Holdings Pty Ltd		07/11/2017	Proprietary Limited Company: AUSTRALIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	San Francisco Investments		
<b>Street Address:</b>	8029 Key Waters		
<b>City:</b>	Hope Island, Queensland		
<b>State/Country:</b>	AUSTRALIA		
<b>Postal Code:</b>	4212		
<b>Entity Type:</b>	Proprietary Limited Company: AUSTRALIA		
<b>PROPERTY NUMBERS Total: 4</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4782381	VEEDA	
<b>Registration Number:</b>	4735819	VEEDA	
<b>Registration Number:</b>	4649968	VEEDA	
<b>Serial Number:</b>	86971429	HAPPY LITTLE CAMPER	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	3146673633		
<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>			
<b>Phone:</b>	314.552.6580		
<b>Email:</b>	ipdocket@thompsoncoburn.com		
<b>Correspondent Name:</b>	Jennifer A. Visintine		
<b>Address Line 1:</b>	Thompson Coburn LLP		
<b>Address Line 2:</b>	One US Bank Plaza		
<b>Address Line 4:</b>	St. Louis, MISSOURI 63101		
<b>NAME OF SUBMITTER:</b>	Jennifer A. Visintine		
<b>SIGNATURE:</b>	/Jennifer A. Visintine/		
<b>DATE SIGNED:</b>	07/21/2017		
<b>Total Attachments: 2</b>			
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**TRADEMARK ASSIGNMENT**

This Trademark Assignment (the "Assignment") is made and entered into on ~~June~~ <sup>July</sup> 11, 2017 by and between Naturalena Brands Holdings Pty Ltd, an Australia proprietary limited company, having offices at 1 O'Connell St., Level 9, Sydney, New South Wales, Australia 2000 ("Assignor"), and San Francisco Investments, an Australia proprietary limited company, having offices at 8029 Key Waters Hope Island, Qld, Australia 4212 ("Assignee").

WHEREAS, Assignor owns all rights, title and interest in and to the trademarks and the U.S. Trademark Registrations and Application listed in Exhibit A (the "Trademarks"); and

WHEREAS, Assignor desires to assign, and Assignee desires to accept, all of Assignor's rights, title and interest in and to the Trademarks.

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are acknowledged, the parties hereby agree as set forth below.

Assignor hereby assigns, transfers and conveys to Assignee its entire rights, title and interest in and to the Trademarks, together with the accompanying goodwill (including, without limitation, the right to apply for trademark registrations based in whole or in part upon the Trademarks, any priority right that may arise from the Trademarks, and the right to sue for, and recover for, any past infringements thereof), the same to be held and enjoyed by Assignee as fully and entirely as said interest could have been held and enjoyed by Assignor had this sale, assignment, transfer and conveyance not been made.

Assignor authorizes the Commissioner of Trademarks of the United States and other empowered officials of the United States Patent and Trademark Office and in any applicable jurisdictions outside the United States to record the transfer of the registration(s) and/or application(s) for registration for the Trademarks to Assignee as assignee of Assignor's entire rights, title and interest therein. Assignor agrees to further execute any documents reasonably necessary to effect this assignment or to confirm Assignee's ownership of the Trademarks.

IN WITNESS WHEREOF, the parties hereto have executed this Assignment as of the date first above written.

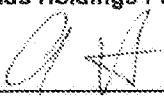

ASSIGNOR:  <b>Naturalena Brands Holdings Pty Ltd</b>  Signature: <u></u> Printed Name: <u>ADRIAN FORSYTH</u> Title: <u>DIRECTOR</u>	ASSIGNEE:  <b>San Francisco Investments</b>  Signature: <u></u> Printed Name: <u>ADRIAN FORSYTH</u> Title: <u>DIRECTOR</u>
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Exhibit A

Trademark	Country	Registration No. Application No.	Filing Date
HAPPY LITTLE CAMPER	US	App. No. 86971429	04/11/2016
VEEDA	US	Reg. No. 4782381	02/28/2013
VEEDA	US	Reg. No. 4735819	05/08/2013
VEEDA	US	Reg. No. 4649968	05/08/2013

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