

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM448249

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF AN UNDIVIDED PART OF ASSIGNOR'S INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
E & E CO., LTD.		10/20/2017	Corporation: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Home Dynamix, LLC		
Street Address:	100 Porete Avenue		
City:	North Arlington		
State/Country:	NEW JERSEY		
Postal Code:	07031		
Entity Type:	Limited Liability Company: NEW JERSEY		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4698644	SMARTDRY	
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:	510-410-0041		
Email:	jude.anthony@jlahome.com		
Correspondent Name:	Jude Anthony		
Address Line 1:	45875 NORTHPORT LOOP E.		
Address Line 4:	FREMONT, CALIFORNIA 94538		
NAME OF SUBMITTER:	JUDE ANTHONY		
SIGNATURE:	/Jude Anthony/		
DATE SIGNED:	10/23/2017		
Total Attachments: 1			
source=SMARTDRY CLASS 27 ASSIGNMENT to Home Dynamix from E&E#page1.tif			

OP \$40.00 4698644

TRADEMARK ASSIGNMENT

WHEREAS, E & E CO., LTD. ("E&E"), 45875 Northport Loop E, Fremont, California, 94538 ("Assignor"), owns the Mark "SMARTDRY" (the "Mark") in connection with the following goods: Bath rugs; and

WHEREAS, Assignor registered the Mark on the Principal Register of the United States Patent and Trademark Office, Registration No. 4,698,644, in connection with the above-described goods; and

WHEREAS, Home Dynamix, LLC, 100 Porete Avenue, North Arlington, New Jersey, 07031 ("Assignee"), desires to acquire the Mark, all related goodwill, and all causes of action, either in law or in equity, for past, present, or future infringement of trademark related to the Mark; and

WHEREAS, each party has the full right and power to enter into this Agreement, and the person executing this Agreement has the full right and authority to enter into this Agreement on behalf of such party and the full right and authority to bind such party to the terms and obligations of this Agreement;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all right, title and interest in and to the Mark, together with the goodwill of the business symbolized by the Mark, and all causes of action, either in law or in equity, for past, present, or future infringement of trademark related to the Mark.

ACCEPTED AND SO AGREED ON THE DATE SET FORTH BELOW:

E & E CO., LTD.

Home Dynamix, LLC

By: 

By: 

Name: Jude Anthony

Name: Kunal Evar

Title: Director of Legal Affairs

Title: EVP

Effective Date: October 20, 2017

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