

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM579216

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Brian D. Owens		06/02/2020	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Simplicity, LLC		
Street Address:	1620 North Main Street		
City:	Spanish Fork		
State/Country:	UTAH		
Postal Code:	84660		
Entity Type:	Limited Liability Company: WYOMING		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4749238	SIMPLICITY	
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:	docketing@goodhue.com		
Correspondent Name:	Goodhue, Coleman & Owens, P.C.		
Address Line 1:	12951 University Ave., Ste 201		
Address Line 4:	Clive, IOWA 50325		
NAME OF SUBMITTER:	Miranda Pederson		
SIGNATURE:	/Miranda Pederson/		
DATE SIGNED:	06/02/2020		
Total Attachments: 3			
source=BRIAN-SIMPLICITY_SIMPLICITY-ASSIGNMENT_6-2-2020 - signed#page1.tif			
source=BRIAN-SIMPLICITY_SIMPLICITY-ASSIGNMENT_6-2-2020 - signed#page2.tif			
source=BRIAN-SIMPLICITY_SIMPLICITY-ASSIGNMENT_6-2-2020 - signed#page3.tif			

CH \$40.00 4749238

TRADEMARK ASSIGNMENT AGREEMENT

This Assignment Agreement is made by and between:

Brian D. Owens, a United States individual located at 3712 Kimble Drive, Plano, Texas 75025 (the Assignor) of the one part; and

Simplicity, LLC, a limited liability company organized and existing under the laws of the State of Wyoming, and located at 1620 North Main Street, Spanish Fork, Utah 84660 (the Assignee) of the other part.

The Assignor and the Assignee are hereinafter referred to, individually, as "Party" and collectively as "Parties".

WHEREAS, the Assignor is the proprietor and beneficial owner of the trademark set forth as follows:

<u>Trademark</u>	<u>Filed</u>	<u>Registration No.</u>
Simplicity	March 19, 2014	Reg. No. 4,749,238

WHEREAS, the Assignee desires to acquire from the Assignor the Trademark and all rights, title and interests in and to said Trademark in accordance with the terms and conditions of this agreement.

NOW THEREFORE, the Parties hereto agree as follows:

The Assignee agrees to pay the Assignor the sum of one US dollar.

In exchange, the Assignor hereby conveys, transfers, and assigns to the Assignee all of the Assignor's right, title, and interest of whatever kind in the mark, together with

- 1) the goodwill of the business relating to the products and services on which the marks are used and for which they are registered or pending,
- 2) all income, royalties, and damages hereafter due or payable to Assignor with respect to the marks, including without limitation , damages , and payments for past or future infringements and misappropriations of the marks, and
- 3) all rights to sue for past, present and future infringement or misappropriations of the marks.

The Assignor further covenants that it will take all actions that may be necessary for securing, completing, or vesting in the Assignee full right, title, and interest in the mark and its related property.

In witness whereof, the Assignor has duly executed under seal and delivered this Assignment, as of the day and year first above written.

ASSIGNOR:

BRIAN D. OWENS

Signature: *Brian D Owens*

Printed Name: Brian Owens

Title: Attorney

ASSIGNEE:

SIMPLICITY, LLC

Signature: *Roland Clifford Park*
Roland Clifford Park 7 Jan 2, 2020 12:55:45Z

Printed Name: Roland Clifford Park

Title: CEO








BRIAN-SIMPLICITY__SIMPLICITY-ASSIGNMEN T_6-2-2020

Final Audit Report

2020-06-02

Created:	2020-06-02
By:	Brian Owens (brian@goodhue.com)
Status:	Signed
Transaction ID:	CBJCHBCAABAAIRAQPNBJ1Nv4XXWeHKDEeeX0eD5a4Pgg

"BRIAN-SIMPLICITY__SIMPLICITY-ASSIGNMENT_6-2-2020" Hi story

-  Document created by Brian Owens (brian@goodhue.com)
2020-06-02 - 7:49:34 PM GMT- IP address: 47.187.201.224
-  Document emailed to Brian Owens (brian@goodhue.com) for signature
2020-06-02 - 7:51:51 PM GMT
-  Document emailed to Roland Clifford Park (cliffpark@nationalsinusinstitute.com) for signature
2020-06-02 - 7:51:51 PM GMT
-  Document e-signed by Brian Owens (brian@goodhue.com)
Signature Date: 2020-06-02 - 7:52:23 PM GMT - Time Source: server- IP address: 47.187.201.224
-  Email viewed by Roland Clifford Park (cliffpark@nationalsinusinstitute.com)
2020-06-02 - 7:55:24 PM GMT- IP address: 50.198.187.125
-  Document e-signed by Roland Clifford Park (cliffpark@nationalsinusinstitute.com)
Signature Date: 2020-06-02 - 7:55:57 PM GMT - Time Source: server- IP address: 50.198.187.125
-  Signed document emailed to Roland Clifford Park (cliffpark@nationalsinusinstitute.com), Miranda Pederson (miranda@goodhue.com) and Brian Owens (brian@goodhue.com)
2020-06-02 - 7:55:57 PM GMT