

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM593461

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
101 ATX LLC		08/13/2020	Limited Liability Company: TEXAS
RECEIVING PARTY DATA			
Name:	GOJA, LLC		
Street Address:	3350 NW 72nd Ave		
City:	Miami		
State/Country:	FLORIDA		
Postal Code:	33122		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	5484724	UPNATURE	
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:	5124826919		
Email:	atxtrademarks@klgates.com		
Correspondent Name:	Darlene F. Ghavimi		
Address Line 1:	2801 Via Fortuna, Suite 350		
Address Line 4:	Austin, TEXAS 78746		
ATTORNEY DOCKET NUMBER:	2607329.10500		
NAME OF SUBMITTER:	Darlene F. Ghavimi		
SIGNATURE:	/Darlene F. Ghavimi/		
DATE SIGNED:	08/21/2020		
Total Attachments: 2			
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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (the "Assignment"), is made by and between 101 ATX LLC ("Assignor"), a limited liability company of Texas, having a place of business at 1204 Nueces Street, Austin, Texas 78701, and Goja LLC ("Assignee"), a limited liability company of Delaware, having a place of business at 3350 NW 72nd Ave., Miami, FL 33122. This Assignment is effective as of the last date it is signed.

WHEREAS, Assignor represents that it owns the entire right, title and interest in, to and under the trademarks listed in Schedule A (the "Trademarks"), together with the goodwill of the business symbolized by the Trademarks. Assignor's rights include all common law rights to the Trademarks and all registration rights conferred by the United States Trademark Office or other foreign governmental agencies, including national trademark offices. Assignor's rights further include the right to assign the Trademarks under the terms and conditions of this Assignment without violation of any contractual or legal obligations Assignor may have to any other party; and

WHEREAS, Assignee is desirous of acquiring the entire right, title and interest of Assignor in and to the Trademarks along with the goodwill of the business symbolized by the Trademarks and all other rights appurtenant thereto.

NOW, THEREFORE, in consideration of the above-stated premises and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties intending to be legally bound agree as follows:

Assignor does hereby sell, assign, transfer and deliver to Assignee, its successors, assigns and legal representatives, its full and exclusive right, title and interest in and to the Trademarks, together with the goodwill of the business symbolized by the Trademarks and associated therewith, and all other common law rights and applications and registrations of the Trademarks, the right to recover for damages and profits for past infringements of the Trademarks.

Assignee hereby accepts all right, title and interest assigned by Assignor.

This assignment shall be binding upon Assignor's successors, assigns and legal representatives, and shall inure to the benefit of Assignee, its successors, assigns and legal representatives, as the case may be.

Assignor further agrees to execute any and all powers of attorney, applications, assignments, declarations, affidavits, and any other papers in connection therewith necessary to perfect such rights, title and interest in Assignee, its successors, assigns and legal representatives.

101 ATX LLC

Assignor

DocuSigned by:
Walter Gonzalez
By: _____
22479079FC83495...
Walter Gonzalez

Date: 8/13/2020


GOJA, LLC

Assignee

DocuSigned by:
Walter Gonzalez
By: _____
22479079FC83495...
Walter Gonzalez, President

Date: 8/13/2020

SCHEDULE A

Country	Trademark	Registration No.	Registration Date
United States		5,484,724	June 5, 2018