

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM675706

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	RELEASE OF SECURITY INTEREST RECORDED AT REEL/FRAME 3744/0058

## CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Bank of America, N.A.		09/20/2021	National Banking Association: UNITED STATES

## RECEIVING PARTY DATA

<b>Name:</b>	SimplyShe, Inc.
<b>Street Address:</b>	986 Mission Street
<b>City:</b>	San Francisco
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	94103
<b>Entity Type:</b>	Corporation: CALIFORNIA

## PROPERTY NUMBERS Total: 21

Property Type	Number	Word Mark
<b>Registration Number:</b>	2423407	SIMPLYSHE
<b>Serial Number:</b>	77234191	SIMPLYCAT
<b>Serial Number:</b>	77234328	SIMPLYDOG
<b>Serial Number:</b>	77234333	SIMPLYWEE
<b>Serial Number:</b>	77234337	SIMPLYSINGLE
<b>Serial Number:</b>	77234338	SMOOCHIE POOCH STYLISH FASHION SEALED WI
<b>Serial Number:</b>	77234339	MM MAX-A-MILLION
<b>Serial Number:</b>	77234340	BIG PAWS
<b>Serial Number:</b>	77234341	GET GROOMED NATURALLY GLAMOROUS BEAUTY
<b>Serial Number:</b>	77256459	MINI PINK
<b>Serial Number:</b>	77389526	PHAT DOG LIFE IN THE FAB LANE
<b>Serial Number:</b>	77389534	SHORTY KAT
<b>Serial Number:</b>	77403803	SIMPLYCAT
<b>Serial Number:</b>	77403830	SIMPLYKITTY
<b>Serial Number:</b>	77404329	SIMPLYPUPPY
<b>Serial Number:</b>	77404426	SIMPLYDOG
<b>Serial Number:</b>	77404432	SIMPLYDOGGY
<b>Serial Number:</b>	77417981	LIFE'S FUR-TASTIC!

CH \$540.00 2423407

TRADEMARK

Property Type	Number	Word Mark
Serial Number:	77418064	GOOD FOR THE PLANET, GOOD FOR YOUR PET
Serial Number:	77418122	CUFFIES
Serial Number:	78900552	LULU PINK

**CORRESPONDENCE DATA**

**Fax Number:** 3128622200  
*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:** 3128622000  
**Email:** rob.soneson@kirkland.com  
**Correspondent Name:** Rob Soneson  
**Address Line 1:** 300 N LaSalle  
**Address Line 2:** Kirkland & Ellis LLP  
**Address Line 4:** Chicago, ILLINOIS 94103

<b>ATTORNEY DOCKET NUMBER:</b>	42946-3
<b>NAME OF SUBMITTER:</b>	Rob Soneson
<b>SIGNATURE:</b>	/rsoneson/
<b>DATE SIGNED:</b>	09/21/2021

**Total Attachments: 9**

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## AFFIDAVIT TO AFFIRM THE RELEASE OF SECURITY AGREEMENT

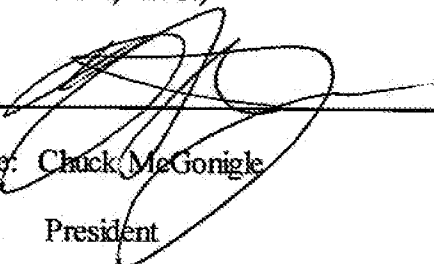
This Affidavit to Affirm the Release of Security Agreement is effective as of September 20, 2021 pursuant to the fulfillment of the loan obligations.

I, **Chuck McGonigle**, do hereby declare as follows:

I am the president of **MISSION PETS, INC.**, formerly known as **SIMPLYSHE, INC.**, a California Corporation, located at 986 Mission Street, San Francisco, California, United States 94103 (referred hereafter as, the "Company").

1. Pursuant to that certain Trademark Security Agreement, dated as of March 19, 2008 (the "Security Agreement"), the Company granted a security interest to BANK OF AMERICA, N.A. (the "Collateral Agent") in the trademark registrations set forth on Schedule A attached hereto (the "Trademarks").
2. The Security Agreement was recorded at the U.S. Patent and Trademark Office (the "PTO") on March 20, 2008 at Reel/Frame 3744/0058 with respect to the Trademarks.
3. To the best of my knowledge, the obligations secured under the Security Agreement were satisfied. Company repaid all its outstanding loans and other Obligations in full, and the Collateral Agent, on behalf of itself and the holders of the Secured parties, terminated and released its security interest in the Trademarks.
4. Due to unknown reasons, a release of the Security Agreement was not filed with the PTO.
5. The undersigned, being hereby advised that willful false statement and the like so made are punishable by fine or imprisonment, or both, under 18 U. S. C. 1001, declares that the facts set forth in this Declaration are true; all statements made of his/her own knowledge are true; and all statements made on information and belief are believed to be true.
6. The undersigned has personal knowledge of these facts and attests to their truth.

Given and signed at Akron, Ohio, U.S.A., this 20th day of September 2021.

<b>MISSION PETS, INC. (formerly known as SIMPLYSHE, INC.)</b>	
By:	
Name:	Chuck McGonigle
Title:	President

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
SIMPLYSHE, INC.		03/19/2008	CORPORATION: DELAWARE

RECEIVING PARTY DATA	
Name:	Bank of America, N.A.
Street Address:	101 S. Marengo Ave., 5th Floor
City:	Pasadena
State/Country:	CALIFORNIA
Postal Code:	91101
Entity Type:	National Association: UNITED STATES

PROPERTY NUMBERS Total: 21

Property Type	Number	Word Mark
Serial Number:	78900552	LULU PINK
Serial Number:	77404432	SIMPLYDOGGY
Serial Number:	77404426	SIMPLYDOG
Serial Number:	77404329	SIMPLYPUPPY
Serial Number:	77403830	SIMPLYKITTY
Serial Number:	77403803	SIMPLYCAT
Serial Number:	77389534	SH RTY KAT
Serial Number:	77389526	PHAT DOG LIFE IN THE FAB LANE
Serial Number:	77256459	MINI PINK
Serial Number:	77234341	GET GROOMED NATURALLY GLAMOROUS BEAUTY
Serial Number:	77234340	BIG PA S
Serial Number:	77234339	MM MAX-A-MILLION
Serial Number:	77234338	SMOOCHIE POOCH STYLISH FASHION SEALED WITH A KISS
Serial Number:	77234337	SIMPLYSINGLE

CH \$540.00 78900552

Serial Number:	77234333	SIMPLYWEE
Serial Number:	77234328	SIMPLYDOG
Serial Number:	77234191	SIMPLYCAT
Serial Number:	77417981	LIFE'S FUR-TASTIC!
Serial Number:	77418064	GOOD FOR THE PLANET, GOOD FOR YOUR PET
Serial Number:	77418122	CUFFIES
Registration Number:	2423407	SIMPLYSHE

**CORRESPONDENCE DATA**

Fax Number: (949)720-0182  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: 949-224-6282  
Email: trademark@buchalter.com  
Correspondent Name: Sandra Thompson  
Address Line 1: 18400 Von Karman Ave., Suite 800  
Address Line 4: Irvine, CALIFORNIA 92612-0541

ATTORNEY DOCKET NUMBER:	B0926-0165
NAME OF SUBMITTER:	Sandra P. Thompson
Signature:	/Sandra P. Thompson/
Date:	03/20/2008

Total Attachments: 6  
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### RECORDATION FORM COVER SHEET TRADEMARKS ONLY

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

**1. Name of conveying party(ies):**

SIMPLYSHE, INC.

- Individual(s)                       Association  
 General Partnership               Limited Partnership  
 Corporation- State: Delaware  
 Other \_\_\_\_\_

Citizenship (see guidelines) Delaware

Additional names of conveying parties attached?  Yes  No

**2. Name and address of receiving party(ies)**

- Yes  
 No

Additional names, addresses, or citizenship attached?

Name: Bank of America, N.A.

Internal

Address: \_\_\_\_\_

Street Address: 101 S. Marengo Ave., 5th Fl.

City: Pasadena

State: CA

Country: USA                      Zip: 91101

- Association      Citizenship USA  
 General Partnership      Citizenship \_\_\_\_\_  
 Limited Partnership      Citizenship \_\_\_\_\_  
 Corporation      Citizenship \_\_\_\_\_  
 Other \_\_\_\_\_      Citizenship \_\_\_\_\_

If assignee is not domiciled in the United States, a domestic representative designation is attached:  Yes  No  
(Designations must be a separate document from assignment)

**3. Nature of conveyance )/Execution Date(s) :**

Execution Date(s) \_\_\_\_\_

- Assignment                       Merger  
 Security Agreement               Change of Name  
 Other \_\_\_\_\_

**4. Application number(s) or registration number(s) and identification or description of the Trademark.**

A. Trademark Application No.(s)

78/900552; 77/404732; 77/404426; 77/404329; 77/403830;  
77/403803; 77/389534; 77/389526; 77/256459; 77/234341;  
77/234340; 77/234339; 77/234338

B. Trademark Registration No.(s)

2423407

Additional sheet(s) attached?  Yes  No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

**5. Name & address of party to whom correspondence concerning document should be mailed:**

Name: Sandra P. Thompson

Internal Address: \_\_\_\_\_

Street Address: Buchalter Nemer

18400 Von Karman Avenue, Suite 800

City: Irvine

State: CA                      Zip: 92612-0514

Phone Number: 949-224-6282

Fax Number: 949-720-0182

Email Address: trademark@buchalter.com

**6. Total number of applications and registrations involved:**

21

**7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ 540.00**

- Authorized to be charged by credit card  
 Authorized to be charged to deposit account  
 Enclosed

**8. Payment Information:**

a. Credit Card      Last 4 Numbers \_\_\_\_\_  
Expiration Date \_\_\_\_\_

b. Deposit Account Number 500977

Authorized User Name Buchalter Nemer

**9. Signature:**

/Sandra P. Thompson/

3/20/2008

Signature

Date

Sandra P. Thompson

Name of Person Signing

Total number of pages including cover sheet, attachments, and document:

6

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:  
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

**ADDITIONAL PENDING TRADEMARKS AND SERVICE MARKS**

77/234337; 77/234333; 77/234328; 77/234191; 77/417981; 77/418064; 77/418122

**MEMORANDUM OF SECURITY INTEREST  
IN INTELLECTUAL PROPERTY**

**SIMPLYSHE, INC.**, a Delaware corporation, whose address is 1020 Kearny Street, San Francisco, California 94133 (the "Pledgor") hereby acknowledges that it has granted to **BANK OF AMERICA, N.A.**, whose address is 101 S. Marengo Ave., 5th Fl., Mailcode CA9-702-05-69, Pasadena, CA 91101 (the "Bank"), a security interest in and to all of the Pledgor's right, title and interest in and to: (a) the trademark and trademark registrations and applications therefore which are identified on Exhibit A attached hereto and herein incorporated by this reference owned by the Pledgor (the "Trademarks"), together with the goodwill and assets of the business; and (b) the copyrights which are identified on Exhibit B attached hereto and herein incorporated by this reference owned by the Pledgor (the "Copyrights"); to which such Trademarks and Copyrights are appurtenant and all actions for infringement concerning the foregoing.


The terms and conditions of the aforementioned security interest are contained in that certain Security Agreement dated as of March 19, 2008 (the "Agreement"), between the Pledgor and the Bank, as security for the Obligations as set forth in the Agreement and other agreements referred to therein. Nothing contained in this Memorandum of Security Interest in Intellectual Property shall be construed as a present or absolute assignment of any of the collateral nor as limiting any interest which the Bank may have in any other or future collateral described in the Agreement or otherwise.

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IN WITNESS WHEREOF, the undersigned has duly executed this document as of the  
19th day of March, 2008.

SIMPLYSHE, INC.,  
a Delaware corporation

By: 

Name: Maria Peevey  
Title: President

S-1  
Memorandum of Security Interest  
in Intellectual Property

BN 1787418v3

EXHIBIT A

INTELLECTUAL PROPERTY

REGISTERED TRADEMARKS AND SERVICE MARKS

<u>Trademark or Service Mark</u>	<u>Registration No.</u>	<u>Registration Date</u>
SIMPLYSHE	2423407	January 23, 2001

PENDING TRADEMARKS AND SERVICE MARKS

<u>Trademark or Service Mark</u>	<u>Serial No.</u>	<u>Filing Date</u>
LULU PINK	78-900,552	June 5, 2006
SIMPLYDOGGY	77-404,432	February 22, 2008
SIMPLYDOG	77-404,426	February 22, 2008
SIMPLYPUPPY	77-404,329	February 22, 2008
SIMPLYKITTY	77-403,830	February 22, 2008
SIMPLYCAT	77-403,803	February 22, 2008
SHORTY KAT	77-389,534	February 5, 2008
PHAT DOG LIFE IN THE FAB LANE	77-389,526	February 5, 2008
MINI PINK	77-256,459	August 15, 2007
GET GROOMED NATURALLY GLAMOROUS BEAUTY	77-234,341	July 20, 2007
BIG PAWS	77-234,340	July 20, 2007
MM MAX-A-MILLION	77-234,339	July 20, 2007
SMOOCHIE POOCH STYLISH FASHION SEALED WITH A KISS	77-234,338	July 20, 2007
SIMPLYSINGLE	77-234,337	July 20, 2007
SIMPLYWEE	77-234,333	July 20, 2007
SIMPLYDOG	77-234,328	July 20, 2007
SIMPLYCAT	77-234,191	July 19, 2007
LIFE'S FUR-TASTIC!	77-417,981	March 10, 2008
GOOD FOR THE PLANET, GOOD FOR YOUR PET	77-418,064	March 10, 2008
CUFFIES	77-418,122	March 10, 2008

EXHIBIT B

REGISTERED COPYRIGHTS

Copyright

Registration No.

Registration Date

SimplyDog.

TX0006327088

July 20, 2005

BN 1797419v3

**RECORDED: 03/20/2008**

**TRADEMARK  
REEL: 007424 FRAME: 0095**