

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM713876

<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>
Paws & Remember LLC d/b/a Paws & Remember		03/08/2022	Limited Liability Company: INDIANA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Gateway US Holdings, Inc.		
<b>Street Address:</b>	2 Daniels Way		
<b>City:</b>	Cranston		
<b>State/Country:</b>	RHODE ISLAND		
<b>Postal Code:</b>	02921		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>PROPERTY NUMBERS Total: 5</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	5368187	PAWS & REMEMBER	
<b>Registration Number:</b>	3341295	PAWS & REMEMBER	
<b>Registration Number:</b>	3550952	IT'S OK TO MISS THEM	
<b>Registration Number:</b>	3509616	PAWS & REMEMBER	
<b>Registration Number:</b>	3513597	PAWS & REMEMBER	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	5132416234		
<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>	513-241-2324		
<b>Email:</b>	ksmith@whe-law.com		
<b>Correspondent Name:</b>	Kathryn E. Smith, Wood Herron & Evans		
<b>Address Line 1:</b>	441 Vine Street		
<b>Address Line 2:</b>	2700 Carew Tower		
<b>Address Line 4:</b>	Cincinnati, OHIO 45202		
<b>NAME OF SUBMITTER:</b>	Kathryn E. Smith		
<b>SIGNATURE:</b>	/Kathryn E. Smith/		
<b>DATE SIGNED:</b>	03/11/2022		
<b>Total Attachments: 3</b>			

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## TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT is entered into as of this 8 day of March, 2022, by and between **Paws & Remember LLC d/b/a Paws & Remember**, an Indiana limited liability company with a business address of 222 N. Thomas Road, Fort Wayne, Indiana 46802 ("Assignor"), and **Gateway US Holdings, Inc.**, a Delaware corporation with a business address of 2 Daniels Way, Cranston, Rhode Island 02921 ("Assignee").

WHEREAS, Assignor has adopted, used, and is the owner of the trademarks and corresponding federal registrations for the marks detailed in the attachment hereto marked **Exhibit A**, and the goodwill of the business symbolized by the trademarks and registrations, and any and all rights arising therefrom (hereinafter collectively referred to as the "Trademarks"); and

WHEREAS, Assignee is desirous of acquiring said Trademarks, all rights therein, and any and all goodwill associated therewith.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby assign and transfer to Assignee the entire right, title, and interest in and to the Trademarks, together with the goodwill of the business symbolized by the Trademarks, and the registrations and renewals thereof, and any and all other rights which Assignor has enjoyed thereunder in the United States, including any and all rights of recovery based on past infringement of the Trademarks and/or registrations, the same to be held and enjoyed by Assignee, its successors and assigns, to the full end of the term for which the Trademarks are

registered, and any renewals of the terms thereof.

This Assignment shall be binding upon the successors, assignees and other legal representatives of Paws & Remember LLC d/b/a Paws & Remember as Assignor, and shall inure to the benefit of the successors, assigns, and other legal representatives of Gateway US Holdings, Inc. as Assignee.

IN WITNESS WHEREOF, the parties have executed this Assignment as of the date first written above, on which date this Assignment shall be deemed effective.

Paws & Remember LLC  
d/b/a Paws & Remember



By:  \_\_\_\_\_

Agreed to and Accepted By:

Gateway US Holdings, Inc.

By: Pete Vincett  
Pete Vincett, Chief Commercial Officer

**EXHIBIT A**

Mark	Registration No.	Registered	Class/Goods/Services
PAWS & REMEMBER	5,368,187	01/02/2018	Class 20: Funerary urns for pets and animals Class 39: Leasing of funerary refrigerators for pets and animals Class 45: Crematory services for pets and animals; leasing of funerary urns for pets and animals
PAWS & REMEMBER (and Design) 	3,341,285	11/20/2007	Class 20: Funerary urns for pets and animals Class 39: Leasing of funerary refrigerators for pets and animals Class 45: Crematory services for pets and animals; leasing of funerary urns for pets and animals
IT'S OK TO MISS THEM	3,550,952	12/23/2008	Class 20: Funerary urns for pets and animals Class 40: Providing after-care services to pet owners following the death of their pet, namely, personalizing products memorializing the pet by engraving the products Class 45: Crematory services for pets and animals
PAWS & REMEMBER (and Design) 	3,509,816	08/30/2008	Class 35: Franchise services, namely, offering technical and business management assistance in the establishment and/or operation of businesses providing pet cremation services and related funerary and memorialization products for pets
PAWS & REMEMBER	3,513,597	10/07/2008	Class 35: Franchise services, namely, offering technical and business management assistance in the establishment and/or operation of businesses providing pet cremation services and related funerary and memorialization products for pets