

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM796798

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
A Better Way Products, LLC		03/23/2023	Limited Liability Company: KANSAS
RECEIVING PARTY DATA			
Name:	Natural Dog Acquisition LLC		
Street Address:	4444 South Blvd.		
City:	Charlotte		
State/Country:	NORTH CAROLINA		
Postal Code:	28209		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	4862587	NATURAL DOGGIE	
Registration Number:	4862589	NATURAL DOGGIE	
CORRESPONDENCE DATA			
Fax Number:	7043395936		
<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:	704-331-3587		
Email:	CLT-TMCorrespondence@mvalaw.com		
Correspondent Name:	Samantha N. Skains-Menchaca		
Address Line 1:	100 North Tryon Street, Suite 4700		
Address Line 4:	Charlotte, NORTH CAROLINA 28202		
ATTORNEY DOCKET NUMBER:	043672.000085		
NAME OF SUBMITTER:	Samantha N. Skains-Menchaca		
SIGNATURE:	/sns/		
DATE SIGNED:	03/23/2023		
Total Attachments: 1			
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OP \$65.00 4862587

ASSIGNMENT

WHEREAS, A Better Way Products, LLC, a Kansas limited liability company having a principal place of business at 818 E. Orme, Wichita, Kansas 67211 (“Assignor”), is the exclusive owner of the entire worldwide right, title, and interest in and to the marks NATURAL DOGGIE and NATURAL DOGGIE & Design (collectively referred to as the “Marks”) and U.S. Trademark Registration Nos. 4,862,587 and 4,862,589 therefor (collectively referred to as the “Registrations”); and

WHEREAS, Natural Dog Acquisition LLC, a Delaware limited liability company having a principal place of business at 4444 South Blvd., Charlotte, North Carolina 28209 (“Assignee”), desires to acquire from Assignor all of Assignor’s rights, title, and interest in and to the Marks and the Registrations and goodwill of the business appurtenant to and symbolized by the Marks.


NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns, conveys, and transfers unto said Assignee the entire right, title, and interest in and to the Marks and the Registrations, including all statutory and common-law rights therein, together with the goodwill of the business appurtenant to and symbolized by the Marks, and all rights of action against third parties for past infringement thereof, the same to be held and enjoyed by Assignee as fully and entirely as the same would have been held by Assignor had the sale, transfer, and assignment not been made.

IN WITNESS WHEREOF, Assignor and Assignee, intending to be legally bound, have caused this Assignment to be executed by its duly authorized officer effective March 23, 2023.

Assignor – A BETTER WAY PRODUCTS, LLC

By: 
Print Name: Trevor Crotts
Title: Executive Member
Date: 03/15/2023

Assignee – NATURAL DOG ACQUISITION, LLC

By: 
Print Name: William D'Alessandro
Title: CEO
Date: 3/23/2023