

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM854116

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
CVB Inc.		11/09/2023	Corporation: UTAH
RECEIVING PARTY DATA			
Name:	DownEast Outfitters, Inc.		
Street Address:	6415 S 3000 E		
Internal Address:	Suite 220		
City:	Holladay		
State/Country:	UTAH		
Postal Code:	84321		
Entity Type:	Corporation: UTAH		
PROPERTY NUMBERS Total: 11			
Property Type	Number	Word Mark	
Registration Number:	6829199	DOWNEAST	
Registration Number:	6805094	RENDEZVOUS	
Registration Number:	5492450	MIMI & DAPHNE	
Registration Number:	5398159	MATTRESS ON THE GO BY DOWNEAST HOME & CL	
Registration Number:	5158027	CEDAR & GOLD	
Registration Number:	4870821	DOWNEAST	
Registration Number:	4843031	SHADE	
Registration Number:	4559513	DOWNEAST HOME & CLOTHING	
Registration Number:	4325688	PENNY CANDY	
Registration Number:	3415956	WONDER TEE	
Registration Number:	3274122	DOWNEAST	
CORRESPONDENCE DATA			
Fax Number:	6142290045		
<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:	6142290044		
Email:	jcsmith@ulmer.com		
Correspondent Name:	Jocelyn C Smith		
Address Line 1:	65 E STATE ST		

OP \$290.00 6829199

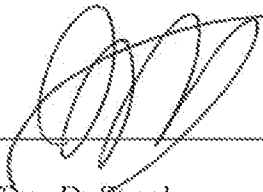
Address Line 4:	COLUMBUS, OHIO 43215
ATTORNEY DOCKET NUMBER:	44980.0057
NAME OF SUBMITTER:	Jocelyn C Smith
SIGNATURE:	/jocelyn c smith/
DATE SIGNED:	11/16/2023
Total Attachments: 2 source=IP Assignment (Trademark) - CVB to Downeast#page1.tif source=IP Assignment (Trademark) - CVB to Downeast#page2.tif	

Deed of Assignment

WHEREAS, CVB, Inc., a corporation organized and existing under Utah law, with its principal place of business at 1525 W 2960 S, Nibley, UT 84321 ("**Assignor**"), has adopted, owns and is using the marks ("**the Registered Marks**") and owns federal trademark registrations in connection therewith as listed on Schedule A;

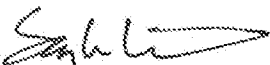
WHEREAS, DownEast Outfitters, Inc., a corporation organized and existing under Utah law, with its principal place of business at 6415 S 3000 E Suite 220, Holladay, UT 84121 ("**Assignee**"), desires to acquire the Registered Marks and the referenced registrations in Schedule A;

NOW THEREFORE, for US \$10.00 and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns and transfers to Assignee all right, title, interest and goodwill in and to the Registered Marks and the registrations thereof, and the right to sue for past, present and future infringement, dilution, misappropriation, violation, or breach thereof, and the right to recover, collect and own any monetary or other damages, and to obtain injunctive relief, as a result thereof.

CVB, Inc.
By: 
Name: Jeffrey D. Steed
Title: Chief Legal Officer

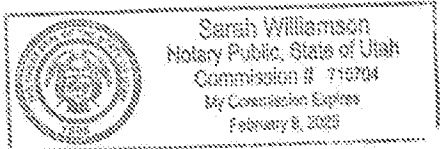
Dated effective as of: November 9th, 2023

SUBSCRIBED and SWORN to before me this 9th of November, 2023.


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Notary Public

My Commission Expires: 2/9/2025



Schedule A – Registered Marks

MARK	SERIAL NUMBER	STATUS	REGIS. NUMBER	REGIS. DATE	OWNER INFORMATION
DOWNEAST	90689514	Registered	6829199	8/23/2022	CVB, Inc.
RENDEZVOUS	90602712	Registered	6805094	7/26/2022	CVB, Inc.
MIMI & DAPHNE	86443654	Registered	5492450	6/12/2018	CVB, Inc.
MATTRESS ON THE GO BY DOWNEAST HOME & CLOTHING	87464158	Registered	5398159	2/6/2018	CVB, Inc.
CEDAR & GOLD	87052972	Registered	5158027	3/7/2017	CVB, Inc.
DOWNEAST	86654083	Registered	4870821	12/15/2015	CVB, Inc.
SHADE	86977400	Registered	4843031	10/27/2015	CVB, Inc.
DOWNEAST HOME & CLOTHING	86104981	Registered	4559513	7/1/2014	CVB, Inc.
PENNY CANDY	85568376	Registered	4325688	4/23/2013	CVB, Inc.
WONDER TEE	78825237	Registered	3415956	4/22/2008	CVB, Inc.
DOWNEAST	77097855	Registered	3274122	8/7/2007	CVB, Inc.