

# SIMPLE TRADEMARK ASSIGNMENT AGREEMENT

This Trademark Purchase and Assignment Agreement (the "Agreement") is made as of \_\_\_\_\_, (the "Effective Date"), between \_\_\_\_\_, (the "Assignor"), and \_\_\_\_\_, (the "Assignee").

The Assignor is the registered owner of a mark that is registered in the United States Patent and Trademark Office, Registration No. \_\_\_\_\_, dated \_\_\_\_\_.

The Assignee wishes to acquire the Assignor's rights in the trademark listed in this agreement.

The Assignee agrees to pay the Assignor \$\_\_\_\_\_.

In exchange, the Assignor hereby conveys, transfers, and assigns to the Assignee all of the Assignor's right, title, and interest of whatever kind in the mark, together with

- 1) the goodwill of the business relating to the products and services on which the marks are used and for which they are registered,
- 2) all income, royalties, and damages hereafter due or payable to Assignor with respect to the marks, including without limitation, damages, and payments for past or future infringements and misappropriations of the marks, and
- 3) all rights to sue for past, present and future infringement or misappropriations of the marks.

The Assignor further covenants that it will take all actions that may be necessary for securing, completing, or vesting in the Assignee full right, title, and interest in the mark and its related property.

In witness whereof, the Assignor has duly executed under seal and delivered this Assignment, as of the day and year first above written.

\_\_\_\_\_

Signature of Assignor

\_\_\_\_\_

Title

State of \_\_\_\_\_

County of \_\_\_\_\_

On the \_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_, \_\_\_\_\_, the person who signed this

Assignment Agreement, personally appeared before me, \_\_\_\_\_, Notary Public,  
and acknowledged that they signed the agreement as, or in behalf of, the Assignor.

\_\_\_\_\_

Signature of Notary Public

