

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Delta Direct Marketing LLC		10/23/2013	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Alpha Direct Marketing LLC		
Street Address:	113 Alder Street		
City:	West Babylon		
State/Country:	NEW YORK		
Postal Code:	11704		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Serial Number:	85226472	ULTIMATE OXY	
Registration Number:	4301830	VMEX	
Serial Number:	85058295	DELTA LABS	
CORRESPONDENCE DATA			
Fax Number:	6468780801		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	646-878-0820		
Email:	tm-uspto@pearlcohen.com		
Correspondent Name:	Todd Braverman, Esq.		
Address Line 1:	1500 Broadway, 12th Floor		
Address Line 2:	Pearl Cohen Zedek Latzer Baratz LLP		
Address Line 4:	New York, NEW YORK 10036		
ATTORNEY DOCKET NUMBER:	700667-11-00 - ALPHA TM		

CH \$90.00 85226472

NAME OF SUBMITTER:	Todd Braverman, Esq.
Signature:	/tjbraverman/
Date:	10/29/2013
Total Attachments: 2 source=Alpha - Delta Trademark Assignment#page1.tif source=Alpha - Delta Trademark Assignment#page2.tif	

TRADEMARK ASSIGNMENT AGREEMENT

THIS TRADEMARK ASSIGNMENT AGREEMENT ("Assignment") is made and entered into as of October 23, 2013 ("Effective Date") by and between Delta Direct Marketing LLC, a Delaware limited liability company, located at 113 Alder Street, West Babylon, NY 11704, ("Assignor") and Alpha Direct Marketing LLC, a Delaware limited liability company, located at 113 Alder Street, West Babylon, NY 11704 ("Assignee").

WHEREAS, Assignor has adopted and used in its business the trade names, fictitious names, logos, designs, domain names, common law trademarks and service marks and trademark and service mark registrations and applications listed on the attached Schedule A (hereinafter referred to as the "Marks");

WHEREAS, Assignee is desirous of acquiring any and all rights that Assignor may have in and to the Marks and any applications or registrations therefor, together with the goodwill of the business in connection with which the Marks are used and which are symbolized by the Marks, along with the right to recover damages and profits for past infringements thereof.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby assign, sell, transfer and convey unto Assignee all right, title and interest in and to the Marks, including such other trademarks, service marks, trade names, domain names and trade dress as may be owned by Assignor and used in connection with the Marks, and any applications or registrations therefor, together with the goodwill of the business in connection with which the Marks are used and which are symbolized by the Marks, including, but not limited to, the use of the Marks in any manner, and Assignor does hereby further assign, sell, transfer and convey unto Assignee any and all claims of Assignor for past infringement and any and all causes of action of Assignor with respect to or arising out of the Marks, along with the right to recover damages and profits for past infringements thereof.

Assignor agrees to execute and deliver at the request of Assignee, all papers, instruments, and assignments, and to perform any other reasonable acts Assignee may require in order to vest all Assignor's rights, title, and interest in and to the Marks in Assignee and/or to provide evidence to support any of the foregoing in the event such evidence is deemed necessary by the Assignee, to the extent such evidence is in the possession or control of Assignor.

This Assignment may be signed in counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same instrument.

IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment to be signed and executed by the undersigned officers thereunto duly authorized as of the date first set forth above.

ASSIGNOR: Delta Direct Marketing LLC

By: 
Name: Cheryl Morgan
Title: Managing member

ASSIGNEE: Alpha Direct Marketing LLC

By: 
Name: Cheryl Morgan
Title: Managing member

Schedule "A"
(Schedule of Trademarks)

No.	Mark	Application / Registration No.	Application / Registration Date
1.	ULTIMATE OXY	85226472	January 26, 2011
2.	VAMEN	4301830	March 12, 2013
3.	DELTA LABS & DESIGN	88098295	June 3, 2010
4.	DELTA DIRECT MARKETING		
5.	DELTA LABS		
6.	DELTALABS.COM		