TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM311690

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
David S Orentreich MD		07/23/2014	INDIVIDUAL: UNITED STATES
Jodi LoGerfo		07/23/2014	INDIVIDUAL: UNITED STATES

RECEIVING PARTY DATA

Name:	Ideation Unlimited, Inc.
Street Address:	909 Fifth Avenue
City:	New York
State/Country:	NEW YORK
Postal Code:	10021
Entity Type:	CORPORATION: NEW YORK

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	3478117	KEEP YOUR POWDER DRY

CORRESPONDENCE DATA

Fax Number: 5167424366

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.

Phone: 516-742-4343
Email: intprop@ssmp.com
Correspondent Name: Keith A. Weltsch
Address Line 1: 400 Garden City Plaza
Address Line 2: Suite 300
Address Line 4: Garden City, NEW YORK 11530

ATTORNEY DOCKET NUMBER:	2396/1028
NAME OF SUBMITTER:	Keith A. Weltsch
SIGNATURE:	/Keith A. Weltsch/
DATE SIGNED:	07/24/2014

Total Attachments: 1
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CH $40.00 3478117

DEED OF ASSIGNMENT

David S. Orentreich, MD an individual with a principal place of business at 909 Fifth Avenue, New York, NY 10021 and Jodi LoGerfo, an individual with a principal place of business at 909 Fifth Avenue, New York, NY 10021 ("ASSIGNORS"), for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, does hereby assign and transfer to Ideation Unlimited, Inc., a New York corporation with a principal place of business at 909 Fifth Avenue, New York, New York 10021 ("ASSIGNEE") the entire right, title and interest in and to the trademark listed in the table below, and the registration specified below, including renewal rights therein, together with the goodwill symbolized by such marks as well as all rights in and to any and all claims ASSIGNORS may have, at law or in equity 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 this transfer, assignment and sale not been made.

TRADEMARK	COUNTRY	REGISTRATION NUMBER
KEEP YOUR POWDER DRY	United States	3,478,117

David S. Orentreich, MD

07/23/14

Dated

Jodi LoGerfo

07/23/14

Dated

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