

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM335050

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Deborah A Gorman		11/15/2014	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Be Positive Works LLC		
Street Address:	72 Hunt Farm Road		
City:	Waccabuc		
State/Country:	NEW YORK		
Postal Code:	10597		
Entity Type:	LIMITED LIABILITY COMPANY: NEW YORK		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3768743	B+	
CORRESPONDENCE DATA			
Fax Number:	7329357122		
<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:	7329357100		
Email:	gsugg@mtiplaw.com		
Correspondent Name:	Gwynne Sugg		
Address Line 1:	Moser Taboada		
Address Line 2:	1030 Broad Street - Suite 203		
Address Line 4:	Shrewsbury, NEW JERSEY 07702		
ATTORNEY DOCKET NUMBER:	GORMAN		
NAME OF SUBMITTER:	Gwynne B. Sugg		
SIGNATURE:	/Gwynne B. Sugg/		
DATE SIGNED:	03/13/2015		
Total Attachments: 1			
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OP \$40.00 3768743

ASSIGNMENT of TRADEMARK RIGHTS

THIS ASSIGNMENT is effective as of November 15, 2014.

WHEREAS, Deborah A. Gorman, an individual, (hereinafter "Assignor") is the owner of all right, title and interest in and to the trademark "B+" for jewelry, and is the owner of all right, title and interest in and to U.S. Trademark Registration No. 3,768,743 for the B+ mark (hereinafter collectively referred to as the "Mark"), including the goodwill of the business symbolized by the Mark;

WHEREAS, Assignor represents and warrants it has not transferred any rights in the Mark to any other party, that it knows of no claims against the Mark by any other party and that it has never abandoned use of the Mark; and

WHEREAS, Be Positive Works LLC (hereinafter "Assignee"), a New York limited liability company, is desirous of obtaining ownership of the Mark, including the goodwill of the business symbolized by the Mark;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Assignor hereby assigns to Assignee, and Assignee accepts, all of Assignor's right, title and interest in and to the Mark, together with the goodwill of the business symbolized by the Mark.

Dated: NOV 15, 2014

By: Deborah A. Gorman
Name: Deborah A. Gorman