

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM420169

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
BE LEAD DO, Inc.		02/20/2017	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Strativity Group, Inc.		
Street Address:	401 Hackensack Avenue, 8th Floor		
City:	Hackensack		
State/Country:	NEW JERSEY		
Postal Code:	07601		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	86325508	BE. LEAD. DO!	
Serial Number:	86325523	BE. LEAD. DO!	
CORRESPONDENCE DATA			
Fax Number:	6468780801		
<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:	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:	700816-12-00 - Assignment		
NAME OF SUBMITTER:	Todd Braverman		
SIGNATURE:	/tjbraverman/		
DATE SIGNED:	03/17/2017		
Total Attachments: 3			
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TRADEMARK ASSIGNMENT AGREEMENT

THIS TRADEMARK ASSIGNMENT AGREEMENT ("Assignment") is made and entered into as of **February 20, 2017** ("Effective Date") by and between **Be Lead Do, Inc.**, a Delaware corporation, located at 615 South DuPont Highway, Dover, DE 19901 (Assignor) and **Strativity Group, Inc.**, a Delaware corporation, located at 401 Hackensack Avenue, 8th Floor, Hackensack, NJ 07601 ("Assignee").

WHEREAS, Assignor is the owner of the trademarks, trademark registrations, trademark applications and domain names identified and set forth on Schedule "1" attached hereto (collectively, 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 of Assignor's right, title and interest 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 ("Goodwill"), 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.

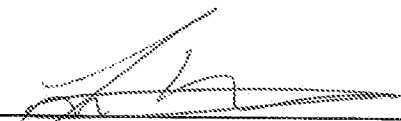
Assignor agrees to execute and deliver at the request of Assignee, all papers, instruments, and assignments, and to perform any other reasonable acts Assignee may require in order to vest all Assignor's rights, title, and interest in and to the Marks in Assignee at Assignee's sole cost and expense.

This Assignment shall be governed by and construed in accordance with the laws of the State of New Jersey without regard to the conflict of law provisions thereof.


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:
BE LEAD DO, INC.**

By: 
Name: LIOR ARUSSY
Title: PRESIDENT + CEO

**ASSIGNEE:
STRATIVITY GROUP, INC.**

By: 
Name: LIOR ARUSSY
Title: PRESIDENT + CEO

Schedule "1"
(Schedule of Trademarks)

1. BE LEAD DO (Word) – U.S. Application Serial No. 86325508
2. BE LEAD DO (Design) – U.S. Application Serial No. 86325523