

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM421731

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
DEI SALES, INC.		03/28/2017	Corporation:
RECEIVING PARTY DATA			
Name:	DIRECTED, LLC		
Street Address:	1 VIPER WAY		
City:	VISTA		
State/Country:	CALIFORNIA		
Postal Code:	92081		
Entity Type:	Corporation: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4390624	THE POWER OF ONE	
CORRESPONDENCE DATA			
Fax Number:	6175231231		
<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:	617-570-1000		
Email:	mbreault@goodwinlaw.com, patentbos@goodwinlaw.com		
Correspondent Name:	GOODWIN LAW LLP-PATENT ADMINISTRATOR		
Address Line 1:	100 NORTHERN AVENUE		
Address Line 4:	BOSTON, MASSACHUSETTS 02210		
NAME OF SUBMITTER:	JOEL E. LEHRER		
SIGNATURE:	/Joel E. Lehrer/		
DATE SIGNED:	03/30/2017		
Total Attachments: 3			
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OP \$40.00 4390624

TRADEMARK ASSIGNMENT

This Trademark Assignment (this "Assignment") is made effective this 28th day of March, 2017, by and between DEI Sales, Inc., a corporation organized and existing under the laws of Florida and having a usual place of business at *1 Viper Way, Vista, California 92081* ("Assignor") and Directed, LLC, a corporation organized and existing under the laws of Delaware and having a usual place of business at *1 Viper Way, Vista, California 92081* ("Assignee").

WHEREAS, Assignor holds all right, title and interest in and to the trademarks, service marks and trade names set forth on Exhibit A attached hereto and incorporated herein by reference (the "Marks"); and

WHEREAS, Assignor now wishes to assign the Marks to Assignee, and Assignee is desirous of acquiring the Marks from Assignor, together with the goodwill of the business symbolized thereby;

NOW, THEREFORE, in consideration of the premises set forth above and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged:

Assignor does hereby sell, assign, convey and transfer unto Assignee and its successors, assigns and legal representatives, Assignor's entire right, title and interest in and throughout the world in and to the Marks (including any common law rights that may exist and are associated therewith), together with the goodwill of the business symbolized thereby and appurtenant thereto, the same to be held and enjoyed by Assignee, its successors, permitted assigns or legal representatives, together with income, royalties, damages or payments due on or after the date hereof, including, without limitation, all claims for damages or payments by reason of infringement or unauthorized use of the Marks, along with the right to sue for past infringements and collect same for Assignee's sole use and enjoyment.

Assignor does hereby authorize the Director of the United States Patent & Trademark Office, and the empowered official of any country or countries foreign to the United States whose duty it is to record trademark registrations, applications and title thereto, to record the Marks and title thereto as the property of Assignee, its successors, assigns or legal representatives in accordance with the terms of this instrument.

Assignee and Assignor also agree that multiple copies of this Assignment may be executed, each of which shall be deemed an original, and each of which shall be valid and binding upon Assignee and Assignor.

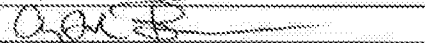
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Exhibit A

Marks

<i>Mark</i>	<i>Registration No. & Date</i>
The Power of One	4390624 on August 27, 2013

IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment to be executed as a sealed instrument by their duly authorized representatives as of the date first written above.

ASSIGNOR: DEI Sales, Inc.
Name: Crystal L. Biggs
Signature: 
Title: Secretary

ASSIGNEE: Directed, LLC
Name: Crystal L. Biggs
Signature: 
Title: Secretary