

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM516161

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	04/10/2018		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
J Club Inc.		04/10/2018	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Savalia Group, LLC		
Street Address:	1200 Avenue of the Americas, 5th Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10036		
Entity Type:	Limited Liability Company: NEW YORK		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	5444349	BUY DIRECT SAVE MONEY	
CORRESPONDENCE DATA			
Fax Number:	9147234301		
<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:	914-723-4300		
Email:	jweiss@LSLLP.com		
Correspondent Name:	Howard N. Aronson		
Address Line 1:	Lackebach Siegel LLP, 1 Chase Road		
Address Line 2:	Lackebach Siegel Building		
Address Line 4:	Scarsdale, NEW YORK 10583-4156		
NAME OF SUBMITTER:	Lindsey S. Leibowitz		
SIGNATURE:	/Lindsey S. Leibowitz/		
DATE SIGNED:	03/27/2019		
Total Attachments: 2			
source=3-19-19 - Assignment - BUY DIRECT SAVE MONEY (to Savalia Group LLC) (executed)#page1.tif			
source=3-19-19 - Assignment - BUY DIRECT SAVE MONEY (to Savalia Group LLC) (executed)#page2.tif			

OP \$40.00 5444349

ASSIGNMENT

WHEREAS, **J Club Inc.**, a Delaware Corporation, located at 1200 Avenue of the Americas, 5th Floor , New York, NY 10036 (hereinafter “**ASSIGNOR**”), was the owner of all right, title and interest in and to the below listed trademark, which has been registered at the United States Patent and Trademark Office, particulars of which are as follows:

<u>Trademark</u>	<u>Registration No.</u>
BUY DIRECT SAVE MONEY	5444349

(hereinafter referred to as the “**Mark**”);

WHEREAS, **Savalia Group, LLC**, a New York Limited Liability Company, located at 1200 Avenue of the Americas, 5th Floor , New York, NY 10036 (hereinafter “**ASSIGNEE**”) was desirous of acquiring the aforesaid **Mark**, together with the goodwill of the business symbolized by the **Mark**;

WHEREAS, by agreement the **ASSIGNEE** received the entire right, title, and interest in and to the aforesaid **Mark**, together with the goodwill of the business symbolized thereby; and

WHEREAS, the parties hereto are desirous of executing a document for purposes of recordation at the United States Patent and Trademark Office recording title in and to the aforesaid **Mark** in the name of the **ASSIGNEE**.

NOW, THEREFORE, effective as of April 10, 2018, for and in consideration of good and valuable consideration to it paid, the receipt and sufficiency of which are hereby acknowledged, said **ASSIGNOR** hereby acknowledges and confirms its prior said transfer,

and does hereby sell, assign, and transfer unto said **ASSIGNEE**, all rights, title and interest in and to said Mark, including the registrations thereof and the Certificates of Registration duly and legally issued therefor, and any and all renewals thereof for the Mark, together with the goodwill of the business symbolized thereby, and further including, without limitation, all claims for damages by reason of past infringement and the right to sue for and the right to collect the same for its own use and behoof, and for the use and behoof of its successors, assigns, or legal representatives and the right to defend the Mark and the registrations thereof.

The **ASSIGNOR** REPRESENTS AND WARRANTS that it has the full right, power and authority to make this assignment, and that it has not granted and will not grant any assignment or other encumbrance of the Mark to any third party.

J CLUB INC.

BY: Jon Mitchell

NAME: Jon Mitchell

TITLE: Chief Operating Officer

Effective as of: April 10, 2018