

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM530623

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
The Lively Jetmoo Company		07/05/2019	Corporation: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Generational Brands LLC		
Street Address:	8220 Topanga Canyon Blvd.		
City:	Canoga Park		
State/Country:	CALIFORNIA		
Postal Code:	91304		
Entity Type:	Limited Liability Company: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4363893	LIVE MECHANICS	
CORRESPONDENCE DATA			
Fax Number:			
<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:	3107778399		
Email:	speier@trojanlawoffices.com		
Correspondent Name:	R. Joseph Trojan		
Address Line 1:	9250 Wilshrie Blvd., Ste. 325		
Address Line 4:	Beverly Hills, CALIFORNIA 90212		
NAME OF SUBMITTER:	R. Joseph Trojan		
SIGNATURE:	/R. Joseph Trojan/		
DATE SIGNED:	07/05/2019		
Total Attachments: 1			
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OP \$40.00 4363893

ASSIGNMENT OF TRADEMARK RIGHTS

WHEREAS, THE LIVELY JETMOO COMPANY, a California corporation, having had its principal place of business at 3716 Laurel Canyon Blvd., Studio City, California 91604 ("Assignor"), is the listed owner of the trademark:

LIVE MECHANICS, Reg. No. 4363893

(the "Mark"), and the goodwill represented by the Mark.

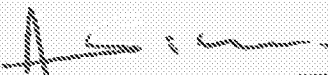
WHEREAS, Generational Brands LLC, a California limited liability company, located at 8220 Topanga Canyon Blvd., CA 91304 ("Assignee") desires to acquire all of Assignor's right, title, and interest in and to the Mark, and the goodwill represented by the Mark, and the registration for the Mark.

NOW THEREFORE, in consideration of the sum of one dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, THE LIVELY JETMOO COMPANY by these presents do hereby sell, assign, transfer and convey to Assignee, and the Assignee does hereby accept from Assignor, all of Assignor's right, title, and interest in and to the Mark, together with (a) the registration for said Mark, (b) the goodwill represented by and associated with the Mark and the registration thereof, and (c) the right to sue and recover for, and the right to profits or damages due or accrued arising out of or in connection with, any and all past, present or future infringements or dilution of or damage or injury to said Mark or the registration thereof or such associated goodwill.

The Assignor, by its duly authorized officer, has executed this assignment, on this 5th day of July, 2019.

THE LIVELY JETMOO COMPANY


Date: 07/5/19

By: 
Anthony Odiase, manager

The foregoing assignment of said Mark and the registrations thereof and registration applications therefore by the Assignor to the Assignee is hereby accepted as of the ___th day of July, 2019.

Generational Brands LLC

Date: 07/5/19

By: 
Anthony Odiase, manager