

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM532393

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
BERT INTERNATIONAL LIMITED		07/11/2019	Private Limited Company: UNITED KINGDOM
RECEIVING PARTY DATA			
Name:	BLUX INTERNATIONAL LTD.		
Street Address:	Ingles Manor		
Internal Address:	Castle Hill Avenue		
City:	Folkestone		
State/Country:	UNITED KINGDOM		
Postal Code:	CT20 2RD		
Entity Type:	Private Limited Company: UNITED KINGDOM		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	87088865	BERT.COM	
Serial Number:	87476137	BERT	
CORRESPONDENCE DATA			
Fax Number:	2125040888		
<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:	2124685483		
Email:	jgm@moas.com		
Correspondent Name:	Jonathan G. Morton		
Address Line 1:	246 West Broadway		
Address Line 4:	New York, NEW YORK 10013		
NAME OF SUBMITTER:	Jonathan G. Morton		
SIGNATURE:	/Jonathan G. Morton/		
DATE SIGNED:	07/18/2019		
Total Attachments: 3			
source=2019.07.11 US DOA - (BERT - BLUX) - 1393.2017#page1.tif			
source=2019.07.11 US DOA - (BERT - BLUX) - 1393.2017#page2.tif			
source=2019.07.11 US DOA - (BERT - BLUX) - 1393.2017#page3.tif			

CH \$65.00 87088865

DATED THIS 11TH DAY OF JULY 2019

BETWEEN

BERT INTERNATIONAL LIMITED

(“THE ASSIGNOR”)

AND

BLUX INTERNATIONAL LTD.

(“THE ASSIGNEE”)

ASSIGNMENT

THIS ASSIGNMENT is made on the 11th day of July 2019

BETWEEN

BERT INTERNATIONAL LIMITED

Ingles Manor, Castle Hill Avenue, CT20 2RD, Folkestone, United Kingdom

- “Assignor” –

AND

BLUX INTERNATIONAL LTD.

Ingles Manor, Castle Hill Avenue, CT20 2RD, Folkestone, United Kingdom

- “Assignee” –

WHEREAS, the Assignor is the owner of the trademarks, particulars whereof are set out below:

Trademark	Trademark No.	Country
BERT.COM	87088865	United States
BERT	87476137	United States

- hereinafter referred to as the “Trademarks” –

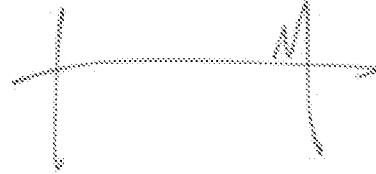
AND WHEREAS the Assignor has agreed for the consideration hereinafter appearing to assign and transfer unto the Assignee the said Trademarks together with the whole of the goodwill of the business in the goods with respect for which the said Trademarks are registered and symbolized by the said Trademark Application and/or Registration.

NOW THIS ASSIGNMENT WITNESSETH as follows:-

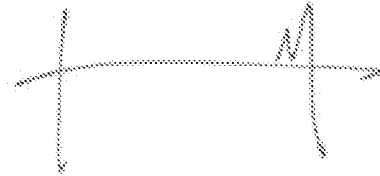
In pursuance of the said agreement and in consideration of the premises and of the sum of €100.00, the receipt and sufficiency whereof the Assignor hereby acknowledges, the Assignor as legal and beneficial owner **HEREBY ASSIGNS AND TRANSFERS ABSOLUTELY** unto the Assignee all its property right title and interests in and to the said Trademarks, including all statutory and common law rights attaching thereto and the right to sue for past infringements including passing off and to retain any damages, interests, profits and costs awarded, together with the whole of the goodwill attaching to the said Trademarks and the goodwill of the business in the goods for which the said Trademarks had been registered and symbolized by the said Trademark Application, **TO HOLD USE EXERCISE AND ENJOY** the said Trademarks unto the Assignee and its successors and assigns absolutely.

IN WITNESS WHEREOF this Assignment has been signed on behalf of each party by its duly authorized representatives on the day and year first above written.

Sign for and on behalf of)
BERT INTERNATIONAL LIMITED)
Jonathan G. Morton)
General Counsel)

A handwritten signature in black ink, appearing to be 'JGM', written over a horizontal dotted line.

Sign for and on behalf of)
BLUX INTERNATIONAL LTD.)
Jonathan G. Morton)
General Counsel)

A handwritten signature in black ink, appearing to be 'JGM', written over a horizontal dotted line.