

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM535745

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	04/18/2019		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Michael Oriolo		04/18/2019	INDIVIDUAL:
RECEIVING PARTY DATA			
Name:	Brand2o, LLC		
Street Address:	123 State Rt 23 South		
City:	Hamburg		
State/Country:	NEW JERSEY		
Postal Code:	07419		
Entity Type:	Limited Liability Company: FLORIDA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	5352102	HULA HOOP	
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:	2014813577		
Email:	mike@brand2o.com		
Correspondent Name:	Michael Oriolo		
Address Line 1:	123 State Rt 23 South		
Address Line 4:	Hamburg, NEW JERSEY 07419		
NAME OF SUBMITTER:	Michael Oriolo		
SIGNATURE:	/Michael Oriolo/		
DATE SIGNED:	08/07/2019		
Total Attachments: 1			
source=HULA HOOP_BRAND2O TRADEMARK ASSIGNMENT SIGNED#page1.tif			

OP \$40.00 5352102

This Trademark Purchase and Assignment Agreement (the "Agreement") is made as of April 18, 2019, (the "Effective Date"), between Michael Oriolo, (the "Assignor"), and Brand2o, LLC., (the "Assignee").

The Assignor is the registered owner of a mark that is registered in the United States Patent and Trademark Office, Registration No. 5352102, dated December 5, 2017.

The Assignee wishes to acquire the Assignor's rights in the trademark listed in this agreement.

The Assignee agrees to pay the Assignor \$1.

In exchange, the Assignor hereby conveys, transfers, and assigns to the Assignee all of the Assignor's right, title, and interest of whatever kind in the mark, together with

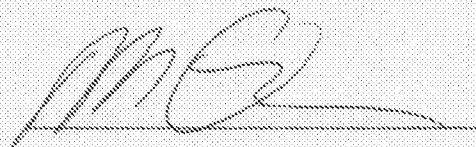
- 1) the goodwill of the business relating to the products and services on which the marks are used and for which they are registered,
- 2) all income, royalties, and damages hereafter due or payable to Assignor with respect to the marks, including without limitation, damages, and payments for past or future infringements and misappropriations of the marks, and
- 3) all rights to sue for past, present and future infringement or misappropriations of the marks.

The Assignor further covenants that it will take all actions that may be necessary for securing, completing, or vesting in the Assignee full right, title, and interest in the mark and its related property.

In witness whereof, the Assignor has duly executed and delivered this Assignment, as of the day and year first above written.



Michael Oriolo (Assignor)



Michael Oriolo, Brand2o, LLC. (Assignee)

TRADEMARK