

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM542889

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Allstar Marketing Group, LLC		09/27/2019	Limited Liability Company: NEW YORK
RECEIVING PARTY DATA			
Name:	Sterling Capital Services, Inc.		
Street Address:	11400 Grooms Rd.		
Internal Address:	Ste. A110		
City:	Blue Ash		
State/Country:	OHIO		
Postal Code:	45242		
Entity Type:	Corporation: KENTUCKY		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4766144	PURSE POUCH	
CORRESPONDENCE DATA			
Fax Number:	2122925391		
<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:	(212) 292-5390		
Email:	mail@ipcounselors.com		
Correspondent Name:	EPSTEIN DRANGEL LLP		
Address Line 1:	60 EAST 42ND STREET		
Address Line 2:	SUITE 2520		
Address Line 4:	NEW YORK, NEW YORK 10165		
NAME OF SUBMITTER:	Annmary Ittan		
SIGNATURE:	/Annmary Ittan/		
DATE SIGNED:	09/27/2019		
Total Attachments: 1			
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OP \$40.00 4766144

TRADEMARK DEED OF ASSIGNMENT

This Trademark Deed of Assignment, effective as of September 27, 2019 (hereinafter, "Effective Date"), is between Allstar Marketing Group, LLC, a limited liability company organized and existing under the laws of the State of New York with an address of 2 Skyline Drive Hawthorne, New York 10532 (hereinafter the "ASSIGNOR") and Sterling Capital Services, Inc., a corporation organized and existing under the laws of the State of Kentucky with an address of 11400 Grooms Rd., Ste. A110, Blue Ash, Ohio 45242 (hereinafter the "ASSIGNEE").

WHEREAS, ASSIGNOR is the owner of the trademark PURSE POUCH ("hereinafter, "MARK"), the registration thereof, U.S. Reg. No. 4766144, and the goodwill of the business symbolized thereby; and

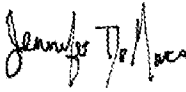
WHEREAS, ASSIGNEE is desirous of acquiring all rights, title and interest in and to the Mark, the registration thereof, U.S. Reg. No. 4766144, and the goodwill of the business symbolized thereby, and the right to all claims against third parties for damage and compensation relating to or arising from the use and registration of the Mark and/or the registration thereof, U.S. Reg. No. 4766144, with the right to sue for and collect the same.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR does hereby transfer, convey and assign unto ASSIGNEE, and ASSIGNEE hereby accepts, all rights, title and interest in and to the Mark, the registration thereof, U.S. Reg. No. 4766144, and the goodwill of the business symbolized thereby, and the right to all claims against third parties for damage and compensation relating to or arising from the use and registration of the Mark and/or the registration thereof, U.S. Reg. No. 4766144, with the right to sue for and collect the same;

ASSIGNOR further agrees to execute any other or further documents which may be reasonably necessary for the protection or perfection of any right, title, or interest herein acquired by ASSIGNEE.

Allstar Marketing Group, LLC

Dated: September 27, 2019

By: 

Name: Jennifer DeMarco

Title: General Counsel