

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM553018

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	12/01/2018		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Be Here Now Foundation		12/11/2019	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Be Here Now Foundation		
Street Address:	55 Wallace Street		
City:	Belleville		
State/Country:	NEW JERSEY		
Postal Code:	07109		
Entity Type:	Sole Proprietorship: NEW JERSEY		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	4772731	BE HERE NOW	
Registration Number:	4835179	BE HERE NOW	
CORRESPONDENCE DATA			
Fax Number:	2158538260		
<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:	(215) 853-8260		
Email:	eklazmer@patentstrademarks.com		
Correspondent Name:	Erica C. Klazmer		
Address Line 1:	100 W Main Street		
Address Line 2:	Suite 205		
Address Line 4:	Lansdale, PENNSYLVANIA 19446		
NAME OF SUBMITTER:	Erica C. Klazmer		
SIGNATURE:	/Erica C. Klazmer/		
DATE SIGNED:	12/12/2019		
Total Attachments: 2			
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TRADEMARK ASSIGNMENT

(NUNC PRO TUNC)

THIS ASSIGNMENT is made the 11th day of December, 2019, by and between Be Here Now Foundation ("Assignor"), a corporation organized under the laws of Delaware located at 12 Timber Creek Lane, Newark, Delaware, 19711 and Be Here Now Foundation ("Assignee"), a sole proprietorship organized under the laws of New Jersey with a principal place of business at 55 Wallace Street, Belleville, NJ, 07109;

WHEREAS, Assignor is the registrant for U.S. Trademark Registration Nos. 4,772,731 for BE HERE NOW and 4,835,179 for BE HERE NOW (hereinafter, the "Marks");

WHEREAS, on December 1, 2018, Assignor intended to assign all the Marks to the Assignee in connection with the cancellation of the Delaware corporation and now seeks to properly record its acquisition of these Marks, together with the goodwill of the business associated with the Marks, in a form acceptable for recordation by the United States Patent and Trademark Office;

WHEREAS, Assignee is the successor to the portion of the ongoing business of the Assignor to which the Marks pertain, as permitted by 15 U.S.C. §1060(a)(1); and

WHEREAS, to the extent that any rights to the Marks are still owned by the Assignor, all such rights are also hereby assigned to the Assignee.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged by the undersigning parties, Assignor hereby assigned to Assignee nunc pro tunc, effective as of December 1, 2018 ("Effective Date"), all right, title and interest in and to the Marks, together with the goodwill of the business associated with the Marks, the right to license and sublicense the Marks, and together with all claims for damages by reason of past infringement thereof, with the right to sue for, and collect the same for its own use and benefit, and for the use and benefit of its successors, assigns, licensees, and legal representatives.

COUNTERPARTS, This Agreement may be executed in counterparts, each of which shall be deemed an original, but all of which together shall be deemed to be one and the same agreement. A signed copy of this Agreement delivered by facsimile, e-mail or other means of electronic transmission shall be deemed to have the same legal effect as delivery of an original signed copy of this Agreement.

IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment to be duly executed on the Effective Date by the undersigned authorized representatives.

Be Here Now Foundation

Assignor



Name: David Balaban

Title: President

Date: December 11, 2019

Be Here Now Foundation

Assignee



Name: David Balaban

Title: Owner

Date: December 11, 2019