

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM554551

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
LBF Travel, Inc.		12/20/2019	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	LBF Travel Holdings, LLC		
Street Address:	4545 Murphy Canyon Road, Suite 210		
City:	San Diego		
State/Country:	CALIFORNIA		
Postal Code:	92123		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	3526433	TRAVELATION	
Registration Number:	4563664	SMARTFARES	
Registration Number:	4879604	HOTELWIZ	
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:	2026638918		
Email:	dctm@pillsburylaw.com		
Correspondent Name:	Patrick J. Jennings		
Address Line 1:	1200 Seventeenth Street, NW		
Address Line 4:	Washington, D.C. 20036		
ATTORNEY DOCKET NUMBER:	058433-0000002		
NAME OF SUBMITTER:	Patrick J. Jennings		
SIGNATURE:	/Pat Jennings/		
DATE SIGNED:	12/23/2019		
Total Attachments: 1			
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TRADEMARK ASSIGNMENT


TRADEMARK ASSIGNMENT made as of 12/20/2019 by and among LBF Travel, Inc., a Delaware corporation, with an address at 4545 Murphy Canyon Road, Suite 210, San Diego, California 92123 (the "Assignor"), and LBF Travel Holdings, LLC, a Delaware limited liability company, with an address at 4545 Murphy Canyon Road, Suite 210, San Diego, California 92123 (the "Assignee").

1. Assignor owns all right, title, and interest to United States Trademark Registration Nos. 3,526,433; 4,563,664; and 4,879,604 ("the Trademarks"). Assignor wishes to assign all right, title, and interest to the Trademarks to Assignee.

2. NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign to Assignee, its successors, assigns, and legal representatives, the entire, full, and exclusive right, title, and interest in and to the Trademarks, together with the good will of the business symbolized by the Trademarks and any applications and/or registrations therefor, and the right (but not the obligation) to assert the Trademarks and to collect for all past, present, and future infringements, and claims for damages and the proceeds thereof, including, without limitation, license royalties, and proceeds of infringement suits, and all rights corresponding thereto throughout the world by reason of any past and future acts of infringement that have occurred or may occur.

3. Assignor also hereby represents that Assignee is the successor to the portion of Assignor's ongoing and existing business to which the Trademarks pertain.

LBF Travel, Inc.

By: 
Name: MICHAEL THOMAS
Title: CEO

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