

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2


ETAS ID: TM568705

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
TRANSFORM SR BRANDS LLC		03/16/2020	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	TRANSFORM INNOVEL SOLUTIONS LLC		
Street Address:	3333 Beverly Rd		
City:	Hoffman Estates		
State/Country:	ILLINOIS		
Postal Code:	60179		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	5721404	INNOVEL	
Registration Number:	5721401	INNOVEL	
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:	206-365-9500		
Email:	theresa@mjnlaw.com		
Correspondent Name:	Mark J. Nielsen		
Address Line 1:	155 NE 100th Street, Suite 304		
Address Line 4:	Seattle, WASHINGTON 98125		
NAME OF SUBMITTER:	Mark J. Nielsen		
SIGNATURE:	/Mark J. Nielsen/		
DATE SIGNED:	03/24/2020		
Total Attachments: 1			
source=Deed of Assignment#page1.tif			

OP \$65.00 5721404

DEED OF ASSIGNMENT

I, the undersigned, hereby declare that Transform SR Brands LLC (the "Assignor"), has transferred, assigned, and conveyed and does hereby transfer, assign, and convey all right, title, and interest in and to the following U.S. trademark registrations, including all goodwill appurtenant thereto held by Assignor, effective as of the date of signature affixed below:

Mark	Registration	Registration Date	Application No.	Application Date	Registered Owner	Country
INNOVEL	5721401	04/09/2019	88/097894	08/29/2018	Transform SR Brands LLC	United States
Innovel Logo 	5721404	04/09/2019	88/097921	08/29/2018	Transform SR Brands LLC	United States

to Transform Innovel Solutions LLC, a limited liability company duly organized and existing under the laws of the State of Delaware, United States of America.

The undersigned are duly authorized to execute this document on behalf of the Assignor.

Executed on this 16th day of March, 2020

Assignor: Transform SR Brands LLC

By: Luke Valentino

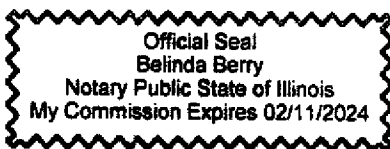
Name: Luke Valentino

Title: Secretary

Subscribed and sworn to before me this 16th day of March, 2020

(Notarial Seal)

Signature: Belinda Berry
Notary Public



[Signature Page to Deed of Assignment]

147520745.1