

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM588816

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
SEQUENCE:	2		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
ICTV Brands, Inc.		07/22/2020	Corporation:
RECEIVING PARTY DATA			
Name:	NoNoDerma, LLC		
Doing Business As:	Brand Street Market		
Street Address:	53 Old Turnpike Road, PO Box 213		
City:	Oldwick		
State/Country:	NEW JERSEY		
Postal Code:	08858		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3725930	NO!NO!	
Registration Number:	3294658	NO!NO!	
CORRESPONDENCE DATA			
Fax Number:	9088000704		
<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:	9088000470		
Email:	jcarrino@carrinolaw.com		
Correspondent Name:	John Carrino		
Address Line 1:	53 Old Turnpike Road		
Address Line 2:	PO Box 54		
Address Line 4:	Oldwick, NEW JERSEY 08858		
NAME OF SUBMITTER:	John Carrino		
SIGNATURE:	/John Carrino/		
DATE SIGNED:	07/28/2020		
Total Attachments: 3			
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OP \$65.00 3725930

ASSIGNMENT OF UNITED STATES TRADEMARK

This Assignment of United States Trademark (this "Assignment" is effective this 22nd day of July 2020, between ICTV Brands, Inc., A Nevada Corporation, with an address of 489 Devon Park Drive, Suite 306, Wayne, PA 19087, ("Assignor"), who is the owner of the entire right, title and interest in and to the United States Trademark application and registration of the mark NO!NO! with the Serial Number: 77084557 and Registration Number: 3725930, and NoNoDerma, LLC, an Delaware Limited Liability Company, that does business as Brand Street Market, with an address of 53 Old Turnpike Road, PO Box 213, Oldwick, NJ 08858 ("Assignee"), who wants to acquire the entire right, title and interest in and to the aforesaid Trademark therein for the continued use of the mark in commerce.

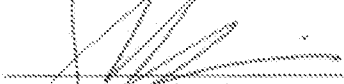
THEREFORE, for consideration, the receipt of which is hereby acknowledged, Assignor does hereby assign, transfer and convey to Assignee its entire right, title and interest in and to the Trademark NO!NO! with serial number 77084557 and registration number 3725930 together with the goodwill of the business connected with the use of, and symbolized by said mark, and together with all applications and/or registrations thereof.

This Assignment shall be construed, interpreted and applied in accordance with the laws of the State of New Jersey and may be amended or modified only by a written instrument signed by each party. This Assignment may also be executed in one or more counterparts, all of which shall be considered one and the same agreement.


IN WITNESS THEREOF, the parties have caused this Assignment to be executed as of the day and year written below.

SIGNED this, 22nd day of July 2020.

ASSIGNOR: ICTV BRANDS, INC. (Nevada Corporation)

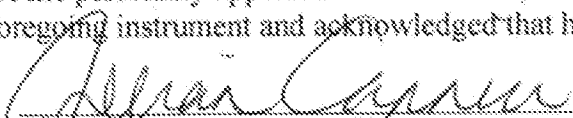

BY: John Carrino, Attorney in Fact, for Kelvin Clancy
Director

ASSIGNEE: NONODERMA, LLC. (Delaware Corporation)


BY: John Carrino
CEO

STATE OF NEW JERSEY
COUNTY OF HUNTERDON

On this 22nd day of July 2020, before me personally appeared Jillian Carrino, known to be the person described in and who executed the foregoing instrument and acknowledged that he executed the same as his free act and deed.


JILLIAN CARRINO
NOTARY PUBLIC
STATE OF NEW JERSEY

JILLIAN A. CARRINO
NOTARY PUBLIC
STATE OF NEW JERSEY
MY COMMISSION EXPIRES AUG. 31, 2022

ASSIGNMENT OF UNITED STATES TRADEMARK

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THEREFORE, for consideration, the receipt of which is hereby acknowledged, Assignor does hereby assign, transfer and convey to Assignee its entire right, title and interest in and to the Trademark NO!NO! with serial number 78442191 and registration number 3294658 together with the goodwill of the business connected with the use of, and symbolized by said mark, and together with all applications and/or registrations thereof.

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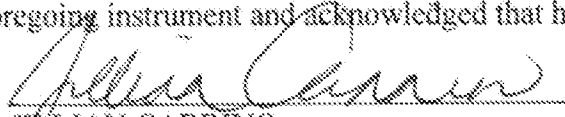
BY: John Carrino, Attorney in Fact, for Kelvin Claney
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JILLIAN CARRINO
NOTARY PUBLIC
STATE OF NEW JERSEY

JILLIAN A. CARRINO
NOTARY PUBLIC
STATE OF NEW JERSEY
MY COMMISSION EXPIRES AUG. 31, 2023

POWER OF ATTORNEY FOR THE ASSIGNMENT OF TRADEMARKS AND PATENTS WORLDWIDE

This Power of Attorney is made on January 17, 2020

BETWEEN

ICTV BRANDS, INC, referred to as the Grantor, collectively referred to as "I" or "my"

AND


JOHH CARRINO of NONODERMA, LLC, Doing Business As: BRAND STREET MARKET., the Agents,

Whose address is 53 Old Turnpike Road, PO Box 213, Oldwick, NJ 08858, referred to as "Agents"

1. **Grant of Authority.** I appoint My Agent to act as My Agent (called an attorney-in-fact) to do each and every act that I could personally do for the following uses and purposes:
 - a. To execute all documents pertaining to the assignment of all intellectual property assets attached hereto. This includes but is not limited to executing POA in all jurisdictions and territories, updating any and all contract information to reflect the new ownership and executing any documents necessary to permit the legal assignment of all patents and trademarks into the rightful owner of NoNoDerma, LLC doing business as Brand Street Market.
 - b. To do all acts that I might or could have done in the assignment of the attached.
2. **Power of Attorney To Take Effect Regardless of Disability.** This Power of Attorney is effective as of December 12, 2019 and remains in effect even if I become disabled.
3. **Signatures.** By signing below, I acknowledge that I have received a copy of this Power of Attorney and I understand its terms.

ICTV BRANDS, INC.

Sworn and Subscribed before me
this 17th day of January 2020.


KELVIN CLANEY, CEO


NOTARY PUBLIC

