

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM604286

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Atlas E-Commerce, LLC		04/07/2020	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	Celestron Acquisition, LLC		
Street Address:	2835 Columbia Street		
City:	Torrance		
State/Country:	CALIFORNIA		
Postal Code:	90503		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77927380	ZHUMELL	
CORRESPONDENCE DATA			
Fax Number:	7144539824		
<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:	(714)453-9824		
Email:	docketing@lozaip.com		
Correspondent Name:	LOZA & LOZA LLP		
Address Line 1:	305 NORTH SECOND AVE., #127		
Address Line 4:	UPLAND, CALIFORNIA 91786-6064		
ATTORNEY DOCKET NUMBER:	CELEST-282		
NAME OF SUBMITTER:	Christina S. Loza		
SIGNATURE:	/Christina S. Loza/		
DATE SIGNED:	10/21/2020		
Total Attachments: 2			
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NUNC PRO TUNC ASSIGNMENT OF TRADEMARK

WHEREAS, ATLAS E-COMMERCE, LLC, a Delaware limited liability company, having a principal place of business at 2835 Columbia Street, Torrance, California 90503, United States of America, (hereinafter *Assignor*), has adopted, is the owner of, has used and is using the trademark which is registered in the Patent and Trademark Office as set forth on Schedule "A" (hereinafter referred to as the *Trademark*); and

WHEREAS, CELESTRON ACQUISITION, LLC, a Delaware limited liability company, having a principal place of business at 2835 Columbia Street, Torrance, California 90503, United States of America, (hereinafter *Assignee*), on January 15, 2020, acquired all right, title and interest in and to the Trademark, including any choses in action relation to said Trademark, together with the goodwill of the business symbolized by the Trademark and the registration thereof as set forth on Schedule "A"; and

WHEREAS, it is desired that the assignment of the Trademark identified on Schedule "A" be made of record in the appropriate Patent and Trademark Office.

NOW, THEREFORE, in consideration of the sum of one dollar (US\$1.00) and other good and valuable consideration, the full receipt and sufficiency of which are hereby acknowledged, the Assignor, as of the above date did and hereby does sell, assign, transfer and convey unto the Assignee all of its right, title and interest in and to the aforesaid Trademark, worldwide, including any choses in action relating to said Trademark, claims for damages, profits and costs, both in equity and law, for any infringement or infringements of said Trademark rights accruing on or before the date of the Assignment, together with the good will of the business symbolized by the Trademark, and including the registration thereof as set forth on Schedule "A"; and Assignor agrees to execute any further documents, now and hereinafter necessary to perfect the rights herein assigned, all without further compensation to Assignor.

SCHEDULE "A"

Reference #	Mark	Status	File Date	App. No.	Reg. Date	Reg. No.
CELEST-282	ZHUMELL	REGISTERED	02/03/2010	71/927,380	9/14/2020	3,847,515
CELEST-282CA	ZHUMELL	PENDING	03/29/2018	1890849	TBD	TBD
CELEST-282MP	ZHUMELL	REGISTERED	03/20/2018	A0074442	3/20/2018	1405865
CELEST-282MP-AU	ZHUMELL	REGISTERED	03/20/2018	1405865	4/2/2019	1932439
CELEST-282MP-EU	ZHUMELL	REGISTERED	03/20/2018	1405865	6/7/2018	1405865
CELEST-282MP-NZ	ZHUMELL	REGISTERED	03/20/2018	1405865	10/2/2018	1094803
CELEST-282MP-RU	ZHUMELL	REGISTERED	03/20/2018	1405865	12/18/2018	1405865
CELEST-283CN	zhumell	REGISTERED	05/30/2011	9528798	7/21/2012	9528798

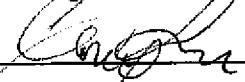
IN WITNESS WHEREOF, each of the Parties has caused this Assignment to be executed by its below listed duly authorized representative.

ATLAS E-COMMERCE, LLC, Assignor

By: 
Sylvia Shen
Authorized Person

Date: 4-7-20

CELESTRON ACQUISITION, LLC, Assignee

By: 
Corey Lee
President

Date: 4/7/20