

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM606772

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
It's a New 10, LLC		11/04/2020	Limited Liability Company: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Be a 10, LLC		
<b>Street Address:</b>	6492 NW 7th Avenue		
<b>City:</b>	Miami		
<b>State/Country:</b>	FLORIDA		
<b>Postal Code:</b>	33150		
<b>Entity Type:</b>	Limited Liability Company: FLORIDA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	87699088	BE A 10	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2124903295		
<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>			
<b>Phone:</b>	212 490 3285		
<b>Email:</b>	ekelly@tkiplaw.com		
<b>Correspondent Name:</b>	Edward P.Kelly		
<b>Address Line 1:</b>	405 Lexington Avenue		
<b>Address Line 2:</b>	The Chrysler Building 37th floor		
<b>Address Line 4:</b>	New York, NEW YORK 10174		
<b>NAME OF SUBMITTER:</b>	Edward P. Kelly		
<b>SIGNATURE:</b>	/Edward P. Kelly/		
<b>DATE SIGNED:</b>	11/04/2020		
<b>Total Attachments: 1</b>			
source=Scan (1)87699088 be a 10 assignment#page1.tif			

OP \$40.00 87699088

**ASSIGNMENT OF TRADEMARK**

THIS AGREEMENT is entered into this 4th day of November 2020 by and between, It's a New 10, LLC, a Delaware limited liability company, (ASSIGNOR) and Be a 10, LLC, a Florida limited liability company residing at 6492 NW 7<sup>th</sup> Avenue, Miami, Florida 33150 (ASSIGNEE).

**WITNESSETH:**

WHEREAS, ASSIGNOR is the sole and exclusive owner of U.S. trademark application for the mark Be a 10 (U.S. Serial No. 87/699088) and the associated common law trademark rights (hereinafter "the Trademark"), and further is the sole and exclusive owner of all business goodwill related therewith; and

WHEREAS, ASSIGNEE desires to acquire all right, title, and interest in and to the Trademark and all business goodwill related therewith;

**NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN:**

Be it known that in consideration of the payment by ASSIGNEE to ASSIGNOR of valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby sells, assigns, and transfers unto ASSIGNEE the full and exclusive entire right, title, and interest in and to the Trademark, and the business goodwill associated therewith, including, without limitation, all renewals therefor, all proceeds therefor (including, but not limited to, all license royalties and proceeds of infringement suits), the right to sue for past, present and future infringements, and the goodwill of the business associated with and symbolized by the Trademark.

IN WITNESS WHEREOF, this Assignment has been duly executed on the day and year first above written.

It's a New 10, LLC

By: Carolyn Aronson

Name: CAROLYN ARONSON

Title: CEO, ITS ANEW10 LLC BE A10 LLC

Date: 11-4-20