

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM626498

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
BDIRECT COMPANIES		02/09/2021	Corporation: CALIFORNIA
RECEIVING PARTY DATA			
Name:	KRISP NUTRITION LLC		
Street Address:	11601 Wilshire Boulevard		
Internal Address:	Suite 1800		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90025		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	5962499	KETO KRISP	
CORRESPONDENCE DATA			
Fax Number:	8583141501		
<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:	8583141506		
Email:	adskale@mintz.com, jddib@mintz.com, acromanini@mintz.com, IPDocketingBOS@mintz.com, Mintzdocketing@cpaglobal.com		
Correspondent Name:	Andrew D. Skale		
Address Line 1:	3580 Carmel Mountain Road		
Address Line 2:	Suite 300		
Address Line 4:	San Diego, CALIFORNIA 92130		
ATTORNEY DOCKET NUMBER:	058846-402T01US		
NAME OF SUBMITTER:	Andrew D. Skale		
SIGNATURE:	/Andrew D. Skale/		
DATE SIGNED:	02/16/2021		
Total Attachments: 1			
source=2.09.21 Assignment - KETO KRISP.docx#page1.tif			

CH \$40.00 5962499


U.S. TRADEMARK ASSIGNMENT

WHEREAS, BDIRECT COMPANIES (“Assignor”), a California Corporation, with a business address at 11601 Wilshire Boulevard, Suite 1800, Los Angeles, CA 90025 owns U.S. Trademark Registration No. 5,962,499 in the U.S. Patent and Trademark Office for **KETO KRISP** (“Mark”); and

WHEREAS, KRISP NUTRITION LLC (“Assignee”), a Delaware Limited Liability Company, with a business address at 11601 Wilshire Boulevard, Suite 1800, Los Angeles, CA 90025 desires to acquire any and all of Assignor’s existing rights, title and interest in the Mark.

NOW, THEREFORE, for good and valuable consideration, the sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title, and interest in the Mark, together with the goodwill of the business symbolized by the Mark, as well as the right to sue for and collect damages for past, present, and future infringements.

BDIRECT COMPANIES

DocuSigned by:
By: 
62870EED0F2C426...

Name: Noah Bremen

Title: CEO/Founder

Dated: February 9, 2021

107427289v.1