

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM640618

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Ascent IP Holdings, LLC		09/21/2018	Limited Liability Company: COLORADO
RECEIVING PARTY DATA			
Name:	Bluewater Media, LLC		
Street Address:	14375 Myerlake Circle		
City:	Clearwater		
State/Country:	FLORIDA		
Postal Code:	33760		
Entity Type:	Limited Liability Company: FLORIDA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3228829	HERPLEX A NEW BEGINNING	
Registration Number:	3228758	HERPLEX	
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:	860-240-1059		
Email:	mmiller@rrlawpc.com		
Correspondent Name:	Mary Mintel Miller		
Address Line 1:	1 Financial Plaza, 21st Fl.		
Address Line 4:	Hartford, CONNECTICUT 06103		
NAME OF SUBMITTER:	Mary Mintel Miller		
SIGNATURE:	/mmm/		
DATE SIGNED:	04/20/2021		
Total Attachments: 2			
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EXHIBIT 2 : Trademark Assignment Agreement

TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT ("Assignment") was made by and between Ascent IP Holdings, LLC, a Colorado limited liability company ("ASSIGNOR"), and Bluewater Media, LLC, a Florida limited liability company ("ASSIGNEE"), effective as of 9/21, 2018, as follows:

RECITALS

WHEREAS, ASSIGNOR has adopted and used or otherwise owns the trademarks set forth in SCHEDULE A, attached hereto and made a part hereof, said trademarks, including all registrations and applications for registration thereof and all rights to sue and recover for past infringement thereof, and all goodwill associated therewith, being collectively referred to herein as the "ASSIGNED TRADEMARKS" found in the attached SCHEDULE A; and

WHEREAS, ASSIGNEE is a successor to the entire business of ASSIGNOR, as provided under 15 U.S.C. § 1066, and ASSIGNEE and ASSIGNOR wish to transfer record title of the ASSIGNED TRADEMARKS and to execute a document suitable for recordation in the United States Patent and Trademark Office and other trademark offices worldwide.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR does grant, assign, transfer, convey and deliver to ASSIGNEE all ASSIGNOR's right, title and interest in, to and under the ASSIGNED TRADEMARKS throughout the world, together with the goodwill of the business in connection with which the ASSIGNED TRADEMARKS have been used in the United States or any other countries, and all rights to damages or profits arising out of past, present or future infringement of the ASSIGNED MARKS, and the right to sue and recover the same in the name of the ASSIGNOR.

IN WITNESS WHEREOF, ASSIGNOR and ASSIGNEE have caused this Assignment to be executed by their duly authorized representatives.

For Assignor:

For Assignee:

Merrie Pisano Wycoff 9-21-18
Signature Date

Andrew Latimer 9/20/18
Signature Date

Merrie Pisano Wycoff
Name

Andrew Latimer
Name

Title: Sole Member

Title: CEO

SCHEDULE A

TRADEMARKS

- * U.S. Registration No. 3119015
- * U.S. Registration No. 3823248
- * U.S. Registration No. 3228758
- * U.S. Registration No. 3228829

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