

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

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SUBMISSION TYPE:	RESUBMISSION		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
RESUBMIT DOCUMENT ID:	900604811		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
GT Media, INC		06/08/2021	Corporation: ILLINOIS
RECEIVING PARTY DATA			
Name:	Joy of Mom, Inc		
Street Address:	500 Lake Cook Rd		
Internal Address:	STE 350		
City:	Deerfield		
State/Country:	ILLINOIS		
Postal Code:	60015		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	5588737	WE ARE MOM	
Registration Number:	4084192	JOY OF MOM	
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>			
Email:	afarag@tkhlaw.com		
Correspondent Name:	Adam J. Farag		
Address Line 1:	1765 N Elston		
Address Line 2:	STE 211		
Address Line 4:	Chicago, ILLINOIS 60642		
NAME OF SUBMITTER:	Adam J. Farag		
SIGNATURE:	/Adam J. Farag/		
DATE SIGNED:	06/09/2021		
Total Attachments: 2			
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source=Assignment of trademark signed 6.1.21#page2.tif			

ASSIGNMENT OF TRADEMARK AGREEMENT

This agreement (the "Agreement") is made by and among GT Media, Inc., an Illinois corporation (the "Assignor") located at 4238B N. Arlington Heights Road, Arlington Heights, Illinois 60004 and Joy of Mom, Inc., a Delaware corporation located at 500 Lake Cook Road, Suite 350, Deerfield, IL 60015 (collectively, the "Assignee").

WHEREAS, Assignor owns the full right, title and interest to the trademarks listed and attached hereto as Exhibit "A" (collectively, the "Mark");

WHEREAS, Assignor in exchange for good and valuable consideration wishes to assign the Mark to Assignee.

THEREFORE, for valuable consideration, receipt and sufficiency of which are hereby acknowledged, the parties herein agree as follows:

1. Assignor does hereby sell, assign, and transfer to Assignee, its successors and assigns, in consideration of One U.S. Dollar (\$1.00), the entire right, title and interest in and to the Mark, together with the goodwill of the business in connection with the use of and symbolized by the Mark, and any applications, registrations and uses of the Mark relating thereto and any renewals and extensions thereof, and in and to all income, damages, claims and payments now or hereafter due or payable with respect thereto, and in and to all causes of action, either in law or in equity for past, present, or future infringement based on the Mark, and in and to all rights corresponding to the foregoing throughout the world.

2. Assignor agrees to execute and deliver at the request of Assignee, all papers, instruments and assignments, and to perform any other reasonable acts the Assignee may require in order to vest all Assignor's rights, title, and interest in and to the Mark in the Assignee and/or to provide evidence to support any of the foregoing in the event such evidence is deemed necessary by the Assignee.

3. Except for assisting Assignee as set forth above, upon execution of this Agreement, Assignor will have no further obligation to respond, file or make any contact whatsoever with the United States Patent and Trademark Office with respect to the Mark, and any pending actions regarding the application for the Mark will become the sole responsibility of Assignee.

In witness whereof, the parties have executed this Agreement, effective this 8th day of June, 2021.

ASSIGNOR:
GT Media, Inc.

ASSIGNEE:
Joy of Mom, Inc.

Robert Allen
Name:
Its: officer

Robert Allen
Name:
Its: Vice President

Exhibit A

Mark: We Are Mom

Serial No: 87460479

Registration No: 5588737

Mark: Joy of Mom

Serial No: 77440088

Registration No: 4084192