

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM659415

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
H. Best, Ltd.		07/12/2021	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Jacques Moret, Inc.		
Street Address:	1411 Broadway		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10018		
Entity Type:	Corporation: NEW YORK		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	5486866	ACTIV8	
Registration Number:	5061158	ACTIV8	
CORRESPONDENCE DATA			
Fax Number:	9148401234		
<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:	(914) 421-0500		
Email:	hmandelbaum@msellp.com		
Correspondent Name:	Howard F. Mandelbaum		
Address Line 1:	222 Bloomingdale Road		
Address Line 2:	Suite 120		
Address Line 4:	White Plains, NEW YORK 10605		
NAME OF SUBMITTER:	Howard F. Mandelbaum		
SIGNATURE:	/Howard F. Mandelbaum/		
DATE SIGNED:	07/12/2021		
Total Attachments: 1			
source=ACTIV8 TM ASSIGNMENT.RECORDED#page1.tif			

OP \$65.00 5486866

ASSIGNMENT


Whereas H. Best, Ltd., a corporation of the State of Delaware, having a place of business at 1411 Broadway, New York, NY 10018 owns the following trademarks which are registered in the United States Patent and Trademark Office, namely,

<u>Trademark</u>	<u>Registration No.</u>	<u>Issue Date</u>
ACTIV8	5,486,866	6/5/2018
ACTIV8	5,061,158	10/11/2016

Whereas Jacques Moret, Inc., a corporation of the State of New York, having a place of business at 1411 Broadway, New York, NY 10018 is desirous of acquiring said marks and the registrations thereof.

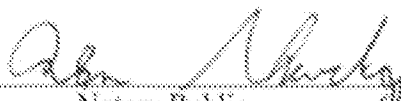
Now, therefore, for good and valuable consideration, receipt of which is hereby acknowledged, said H. Best, Ltd. does hereby assign unto the said Jacques Moret, Inc., all right, title and interest in and to the said trademarks, together with the good will of the business symbolized by the trademarks, and the above identified registrations, together with all claims for damages by reason of past infringement of said trademarks, with the right to sue for, and collect the same for its own use and behalf, and for the use and behalf of its successors, assigns or other legal representatives.

H. Best, Ltd.

By 
Edward Sassoon, President

STATE OF NEW YORK)
: SS.:
COUNTY OF NEW YORK)

On this 12th day of July, 2021, before me personally came Edward Sassoon, to me known, who being by me duly sworn, did depose and say that he resides in New York, NY; that he is President of H. Best, Ltd., the corporation described in and on whose behalf he executed the above document; and that he executed the same by authority of the Board of Directors of said corporation.


Notary Public

ALAN SHWEKY
Notary Public, State of New York
No. 02294729418
Qualified in Kings County
Commission Expires April 30, 2022