

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM667277

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Sara Weinreb		08/11/2021	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Kenover Marketing Corp.		
Street Address:	72 New Hook Road		
City:	Bayonne		
State/Country:	NEW JERSEY		
Postal Code:	07002		
Entity Type:	Corporation: NEW JERSEY		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	5376813	TOOKI	
Registration Number:	4989653	OOLA	
Registration Number:	4529541	GRAB1	
Registration Number:	4711440	GRAB1	
CORRESPONDENCE DATA			
Fax Number:	6462187665		
<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:	6462187605		
Email:	nfriedma@hodgsonruss.com		
Correspondent Name:	Neil B Friedman		
Address Line 1:	605 3rd Avenue, Suite 2300		
Address Line 4:	New York, NEW YORK 10158		
ATTORNEY DOCKET NUMBER:	1472 Kenover		
NAME OF SUBMITTER:	Neil B Friedman		
SIGNATURE:	/Neil B Friedman/		
DATE SIGNED:	08/12/2021		
Total Attachments: 5			
source=Assignment of Trademarks - Grab1- Fully executed 8.11.21#page 1.tif			

OP \$115.00 5376813

source=Assignment of Trademarks - Grab1- Fully executed 8.11.21#page2.tif

source=Assignment of Trademarks - Grab1- Fully executed 8.11.21#page3.tif

source=Assignment of Trademarks - Grab1- Fully executed 8.11.21#page4.tif

source=Assignment of Trademarks - Grab1- Fully executed 8.11.21#page5.tif

ASSIGNMENT OF TRADEMARKS

This Assignment of Trademarks (this “*Assignment*”), is made as of August 11, 2021 (the “*Effective Date*”), by and between Sara Weinreb, an individual with an address at 38 Mariner Way, Monsey, NY 10952 (“*Assignor*”), and Kenover Marketing Corp., a New Jersey corporation, with a place of business at, 72 New Hook Road, Bayonne, New Jersey 07002 (“*Assignee*”, and collectively with the Assignor, the “*Parties*”).

WHEREAS, Assignor desires to transfer and assign to Assignee all of Assignor’s right, title and interest in and to the following: (i) all of Assignor’s trademarks, service marks, registrations and applications for registration for each, and the respective goodwill associated with each listed on Exhibit 1 and all licenses pertaining thereto, and (ii) and the right to sue for past, present and future infringement, dilution and damages therefor (all as presently existing or hereafter arising or acquired (collectively, the “*Trademark Rights*”).

WHEREAS, Assignee has requested that Assignor execute an assignment suitable for recording that Assignee is the successor-in-interest of the entire right, title and interest in and to the Trademark Rights and that portion of Assignor’s business to which the Trademark Rights pertain and that Assignor has no further interest therein;

WHEREAS, Assignee desires to acquire the entire right, title and interest in and to the Trademark Rights;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, it is agreed as follows:

1. Assignor hereby assigns and transfers to Assignee, all of Assignor’s right, title, and interest in the Trademark Rights, and the associated goodwill. All rights and privileges associated with the Trademark Rights, including the right to sue for and recover all damages from any past or future infringements or other violations of the Trademark Rights, will be held and enjoyed by Assignee.

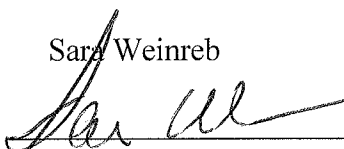
2. The Parties hereto agree that, at any time and from time to time upon the written request of the other party, each party will execute and deliver such further documents and do such further acts and things as may be reasonably requested by the other party in order to effect the purposes of this agreement. 3. This Assignment may be executed in multiple counterparts, each of which will be deemed an original, but all of which taken together will constitute one and the same instrument. The Parties authorize one another to detach and combine original signature pages and consolidate them into a single identical original, and any one of such completely executed counterparts will be sufficient proof of this Assignment. Any photographic, photocopy, or similar reproduction copy of this Assignment, or any PDF file of this Assignment, or any copy of this Assignment sent by facsimile transmission, in each case with all signatures reproduced on one or more sets of signature pages, will be considered for all purposes as if it were a manually-executed counterpart of this Assignment.

4. The internal laws of the State of New York (without reference to its rules as to conflict of laws) will govern the interpretation and enforcement of this Assignment.

5. The term "including" and its variants do not imply any limitation.

IN WITNESS WHEREOF, Assignor and Assignee have executed this Assignment of Trademarks as of the Effective Date above.

Sara Weinreb

By: 

Name: Sara Weinreb

Title: Sole Member

Date: 7/22/21

Kenover Marketing Corp.

By: _____

Name: _____

Title: _____

Date: _____

4. The internal laws of the State of New York (without reference to its rules as to conflict of laws) will govern the interpretation and enforcement of this Assignment.

5. The term "including" and its variants do not imply any limitation.

IN WITNESS WHEREOF, Assignor and Assignee have executed this Assignment of Trademarks as of the Effective Date above.

Sara Weinreb

By: _____

Name: _____

Title: _____

Date: _____

Kenover Marketing Corp.

By: _____



Name: Sheldon Cornberg

Title: EVPR, CFO


Date: 7/21/2021

EXHIBIT 1 to Assignment of Trademarks


TRADEMARKS - USPTO:

Serial Number	Reg. Number	Word Mark	Mark (Logo/Stylized)	Goods
86-082,839	4,529,541			Soy-Based Food Bars
86-350,737	4,711,440			Protein Supplement Shakes
86-545,556	4,989,653	OOLA		Soy-Based Food Bars also containing granola
87-343,418	5,376,813	TOOKI		Granola-Based Snack Bars


TRADEMARKS – Canadian Intellectual Property Office:

Application Number	Reg. Number	Word Mark	Mark (Logo/Stylized)	Goods
1865208	TMA1072893			Protein Supplement Shakes; Soy-Based Food Bars
1865168	TMA1073715	OOLA		Soy-Based Food Bars also containing granola
1865179	TMA1079874	TOOKI		Granola-Based Snack Bars

TRADEMARKS – Israeli Patent Office:

Reg. Number	Word Mark	Mark (Logo/Stylized)	Goods
273714			Protein Supplement Shakes; Soy-Based Food Bars
301039	OOLA		Soy-Based Food Bars also containing granola
300444	TOOKI		Granola-Based Snack Bars

TRADEMARKS – World Intellectual Property Office:

Country	Intn'l Reg. Number	Word Mark	Mark (Logo/Stylized)	Goods
United Kingdom and Israel	1241830			Protein Supplement Shakes; Soy-Based Food Bars

Israel	1379594	OOLA		Soy-based food bars also containing granola.
EU, Israel	1376823	TOOKI		Granola-based snack bars