

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM695836

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Magnetic Marketing, LLC		12/14/2021	Limited Liability Company: SOUTH CAROLINA
RECEIVING PARTY DATA			
Name:	Etison LLC		
Street Address:	3443 W. Bavaria Street		
City:	Eagle		
State/Country:	IDAHO		
Postal Code:	83616		
Entity Type:	Limited Liability Company: IDAHO		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	88289335	MORNING REPORT WHAT YOU NEED TO KNOW 1 M	
Registration Number:	5572955	WHAT YOU NEED TO KNOW 1 MIN BEFORE DAYLI	
CORRESPONDENCE DATA			
Fax Number:	2023448300		
<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:	2023444976		
Email:	trademarkdocket@venable.com, rliebowitz@venable.com		
Correspondent Name:	Rebecca Liebowitz		
Address Line 1:	P.O. Box 34385		
Address Line 2:	c/o Venable LLP		
Address Line 4:	Washington, D.C. 20043		
ATTORNEY DOCKET NUMBER:	140118-555758		
NAME OF SUBMITTER:	Rebecca Liebowitz		
SIGNATURE:	/rebecca liebowitz/		
DATE SIGNED:	12/17/2021		
Total Attachments: 1			
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OP \$65.00 88289335

ASSIGNMENT

WHEREAS, Magnetic Marketing, LLC (hereinafter “Assignor”), a South Carolina limited liability company with an address at 18 Broad St, Charleston, South Carolina 29401, is the owner of the U.S. Trademark U.S. Trademark Registration Number 5572955 for the mark WHAT YOU NEED TO KNOW 1 MIN BEFORE DAYLIGHT and U.S. Trademark Serial Number 88/289,335 for the mark MORNING REPORT WHAT YOU NEED TO KNOW 1 MIN BEFORE DAYLIGHT, and of the trademarks shown in said application and registration, and of the goodwill of the business associated with and symbolized by said trademarks;

AND WHEREAS, Etison LLC (hereinafter “Assignee”), an Idaho limited liability company with an address at 3443 W. Bavaria Street, Eagle, Idaho 83616, is desirous of acquiring the entire right, title and interest in and to the trademarks, the goodwill of the business symbolized by the trademarks, and the right to sue for past infringements;

AND WHEREAS, Assignee is the successor to the business and assets of Assignor related to that portion of Assignor’s business to which the trademarks pertain;

NOW, THEREFORE, for one dollar and other good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby assign, sell and transfer unto the said Assignee the entire right, title and interest in and to the said trademark applications and registrations, and the trademarks shown in the said applications and registrations, together with the goodwill of the business symbolized by said trademarks, the right of Assignor to conduct business under said trademarks, and the right to sue for past infringements of said marks.

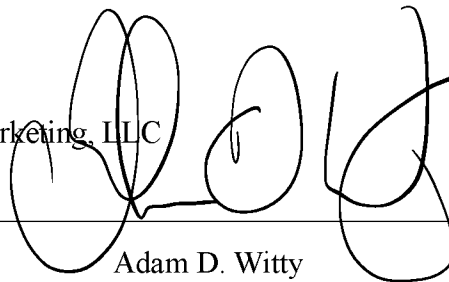
Dated this 14 day of December, 20 21

Magnetic Marketing, LLC

By: _____

Name: _____

Title: _____



Adam D. Witty

Chief Executive Officer