

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM704358

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Masada Goods Inc		01/17/2022	Corporation: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Masada Goods Inc		
Street Address:	12485 44TH ST N, UNIT A		
City:	CLEARWATER		
State/Country:	FLORIDA		
Postal Code:	33762		
Entity Type:	Corporation: FLORIDA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	5523636	MASADA RUGS	
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:	(212) 439-5153		
Email:	wmiller@wissingmiller.com		
Correspondent Name:	Wissing Miller LLP		
Address Line 1:	31 Hudson Yards, 11th Floor		
Address Line 2:	Attn: Wendy E. Miller		
Address Line 4:	New York, NEW YORK 10001		
ATTORNEY DOCKET NUMBER:	253-0033		
NAME OF SUBMITTER:	Wendy E. Miller		
SIGNATURE:	/Wendy E. Miller/		
DATE SIGNED:	01/25/2022		
Total Attachments: 4			
source=IP Assignment - Masada Goods California to Masada Goods Florida - signed#page1.tif			
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INTELLECTUAL PROPERTY ASSIGNMENT

This INTELLECTUAL PROPERTY ASSIGNMENT ("Agreement") is entered into as of January 17, 2022, by Masada Goods Inc, a California corporation ("Assignor"), and Masada Goods Inc, a Florida corporation ("Assignee").

WHEREAS, Assignor is desirous of conveying, Assignee is desirous of receiving, Intellectual Property Assets which include, but are not limited to the trademarks and trademark applications set forth on and attached hereto as **Exhibit A** ("Trademarks"), and the domain name set forth on and attached hereto as **Exhibit B**;

WHEREAS, the Assignor and Assignee desire that the assignment of said rights be made of record in relevant governmental or administrative offices as applicable;

NOW, THEREFORE, for good and valuable consideration, the full receipt and sufficiency of which is hereby acknowledged, and intending to be legally bound hereby, the parties hereby agree as follows:

1. Assignor hereby irrevocably, fully, and unconditionally grants, sells, assigns, transfers, conveys, and delivers to Assignee its right, title and interest in and to the Intellectual Property Assets, including without limitation, the Trademarks, including all state and common law rights and rights in foreign jurisdictions, together with the goodwill associated therewith, and the registrations and applications therefor, including all rights to damages and profits, due or accrued, arising out of past infringements, and the right to sue for and recover the same, free and clear of all liens, claims, security interests and other encumbrances.

2. Assignor hereby agrees to cooperate with Assignee as reasonably necessary and at Assignee's expense to give full effect to and perfect the rights of the Assignee in the Intellectual Property Assets. Assignor agrees to execute and deliver all documents and to take all such other actions as the Assignee, or its respective successors or assigns, may reasonably request to affect the terms of this Agreement, including without limitation, any affidavits, testimony, declarations, further assignments, oaths, samples, exhibits, specimens of use, and other documentation, and cooperating fully with the Assignee to perfect the transfer of the Intellectual Property Assets hereunder.

3. This Agreement shall be binding upon and inure solely to the benefit of each party hereto and its respective successors and permitted assigns, and nothing in this Agreement, express or implied, is intended to confer upon any other person any rights or remedies of any nature.

IN WITNESS WHEREOF, the parties hereto have caused this Agreement to be executed as of the date first written above by their respective officers thereunto duly authorized.

MASADA GOODS INC
A California Corporation


By Hillel Mintz (Jan 24, 2022 07:03 EST)
Name: Hillel Mintz
Title: President