

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM710541

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
ICTV Brands, Inc.		01/27/2022	Corporation:
RECEIVING PARTY DATA			
Name:	NoNoDerma, LLC		
Doing Business As:	Brand Street Market		
Street Address:	53 Old Turnpike Road		
Internal Address:	Po Box 213		
City:	Oldwick		
State/Country:	NEW JERSEY		
Postal Code:	08858		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	74336891	BETTERBLOCKS	
CORRESPONDENCE DATA			
Fax Number:	7722832009		
<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:	772-283-2004		
Email:	lbland@rubinandrubin.com		
Correspondent Name:	Kevin P. Crosby		
Address Line 1:	2055 S. Kanner Highway		
Address Line 4:	Stuart, FLORIDA 34994		
NAME OF SUBMITTER:	Kevin P. Crosby		
SIGNATURE:	/Kevin P. Crosby/		
DATE SIGNED:	02/25/2022		
Total Attachments: 1			
source=Assignment from ICTV to NoNoDerma, LLC#page1.tif			

CH \$40.00 74336891

ASSIGNMENT OF UNITED STATES TRADEMARK

This Assignment of United States Trademark (this "Assignment" is effective this 27th day of January, 2022, between John Carrino, on behalf of ICTV Brands, Inc., A Nevada Corporation, with an address of 489 Devon Park Drive, Suite 306, Wayne, PA 19087, ("Assignor"), who is the owner of the entire right, title and interest in and to the United States Trademark application and registration of the mark **BETTERBLOCKS** with the Serial Number: 74336891, and NoNoDerma, LLC, a Delaware Limited Liability Company, that does business as Brand Street Market, with an address of 53 Old Turnpike Road, PO Box 213, Oldwick, NJ 08858 ("Assignee"), who wants to acquire the entire right, title and interest in and to the aforesaid Trademark therein for the continued use of the mark in commerce.

THEREFORE, for consideration, the receipt of which is hereby acknowledged, Assignor does hereby assign, transfer and convey to Assignee its entire right, title and interest in and to the Trademark **BETTERBLOCKS** with the Serial Number: 74336891 together with the goodwill of the business connected with the use of, and symbolized by said mark, and together with all applications and/or registrations thereof.

This Assignment shall be construed, interpreted and applied in accordance with the laws of the State of New Jersey and may be amended or modified only by a written instrument signed by each party. This Assignment may also be executed in one or more counterparts, all of which shall be considered one and the same agreement.

IN WITNESS THEREOF, the parties have caused this Assignment to be executed as of the day and year written below.

SIGNED this, 27th day of January 2022.

ASSIGNOR: ICTV BRANDS, INC. (Nevada Corporation)

JOHN CARRINO, ESQ.
POA - Attorney in Fact

BY: John Carrino, Attorney in Fact, for Kelvin Claney
Director

ASSIGNEE: NONODERMA, LLC. (Delaware Corporation)

BY: John Carrino
CEO

STATE OF NEW JERSEY
COUNTY OF HUNTERDON

On this 27th day of January 2022, before me personally appeared Tammy Puljanowski, known to be the person described in and who executed the foregoing instrument and acknowledged that he executed the same as his free act and deed.

TAMMY PULJANOWSKI
NOTARY PUBLIC
STATE OF NEW JERSEY

TAMMY M. PULJANOWSKI
NOTARY PUBLIC OF NEW JERSEY
Commission # 50008908
My Commission Expires 12/4/2024

TRADEMARK