

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM712056

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
SEQUENCE:	1		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Jacob Lucas Pursley DBA The Masculine Mentality		01/18/2022	Sole Proprietorship: TEXAS
RECEIVING PARTY DATA			
Name:	Walden-Hays, Inc.		
Street Address:	P.O. Box 878		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10274		
Entity Type:	Corporation: NEW YORK		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	6276919	THE MASCULINE MENTALITY	
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:	202-344-4976		
Email:	trademarkdocket@venable.com, rliebowitz@venable.com, smsemmler@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:	145306-550686		
NAME OF SUBMITTER:	Stephanie Semler		
SIGNATURE:	/Stephanie Semler/		
DATE SIGNED:	03/03/2022		
Total Attachments: 1			
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OP \$40.00 6276919

Exhibit A

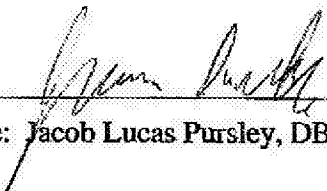
TRADEMARK ASSIGNMENT

WHEREAS, Jacob Lucas Pursley, a U.S. citizen DBA The Masculine Mentality, a Texas Sole Proprietor having his principal place of business at 11718 Walraven Drive Huffman, Texas 77336 (hereinafter "Assignor"), is the owner of U.S. Trademark Registration No. 6276919 issued February 23, 2021 for the trademark "The Masculine Mentality" and of the trademark shown in said registration, and of the goodwill of the business symbolized by said mark;

AND WHEREAS, Walden-Hays, Inc., a New York corporation having its principal address of P.O. Box 878, New York, New York 10274 (hereinafter "Assignee") is desirous of acquiring the entire right, title and interest in and to the said trademark registration, the trademark shown in said registration, the goodwill of the business symbolized by said mark, and the right to sue for past infringements;

NOW, THEREFORE, for 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 registration, and the trademark shown in the said registration, together with the goodwill of the business symbolized by said mark, the right of Assignor to conduct business under said trademark, and the right to sue for past infringements of said mark.

Dated this 18 day of January, 2022

By: 
Name: Jacob Lucas Pursley, DBA The Masculine Mentality