

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM746317

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Ascent Brands, Inc.		08/03/2022	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Marketlab, Inc.		
Street Address:	6850 Southbelt Drive		
City:	Caledonia		
State/Country:	MICHIGAN		
Postal Code:	49316		
Entity Type:	Corporation: MICHIGAN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	90899667	VITALS FOR THE HEALTHCARE PROFESSIONAL	
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:	6167522141		
Email:	trademarks@wnj.com		
Correspondent Name:	Charles E. Burpee		
Address Line 1:	150 Ottawa Ave NW		
Address Line 2:	Suite 1500		
Address Line 4:	Grand Rapids, MICHIGAN 49508		
ATTORNEY DOCKET NUMBER:	132089.149701		
NAME OF SUBMITTER:	Charles E. Burpee		
SIGNATURE:	/Charles E. Burpee/		
DATE SIGNED:	08/05/2022		
Total Attachments: 2			
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source=Trademark Assignment Ascent Brands to Marketlab Inc SIGNED(27054818.2)#page2.tif			

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TRADEMARK ASSIGNMENT

WHEREAS, Ascent Brands, Inc., a Delaware corporation, having a place of business at 6850 Southbelt Drive, Caledonia, Michigan 49316 ("Assignor"), is the record owner of the entire right, title and interest in and to the trademark application identified on the attached Schedule A (the "Trademark"); and

WHEREAS, Assignor has agreed to assign and transfer its entire right, title and interest in and to the Trademark, together with all of the goodwill associated therewith and symbolized thereby, including all common law rights associated with the Trademark by virtue of its use in commerce, to Marketlab, Inc., a Michigan corporation, having a place of business at 6850 Southbelt Drive, Caledonia, Michigan 49316 ("Assignee").

NOW, THEREFORE, in view of the premises herein and with consideration, the sufficiency and receipt thereof hereby acknowledged by Assignor, Assignor does hereby sell, convey, transfer and assign and deliver unto Assignee, its successors and assigns, the entire right, title and interest in and to the Trademark, together with the goodwill associated therewith and symbolized thereby, and in and to any and all renewals thereof, together with all rights to sue and recover for past infringement thereof, to have and to hold forever for the sole and exclusive use and benefit of Assignee.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be executed by a duly authorized officer on this 3 day of August 2022.

ASCENT BRANDS, INC.

Signature: 
Name: Thomas Allen Hill
Title: Chief Executive Officer and Secretary

SCHEDULE A

Trademark	Country	Application No	Application Date	Registration No	Registration Date
VITALS FOR THE HEALTHCARE PROFESSIONAL	United States of America	90899667	Aug-24-2021		