

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM772409

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Merchant Media, LLC		11/01/2022	Limited Liability Company: MASSACHUSETTS
RECEIVING PARTY DATA			
Name:	Ontel Products Corporation		
Street Address:	21 Law Drive		
City:	Fairfield		
State/Country:	NEW JERSEY		
Postal Code:	07004		
Entity Type:	Corporation: NEW JERSEY		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	5551341	SMART SPIN	
CORRESPONDENCE DATA			
Fax Number:	8446706009		
<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:	2026596927		
Email:	kboie@dickinson-wright.com		
Correspondent Name:	Jenny T. Slocum		
Address Line 1:	Dickinson Wright, PLLC		
Address Line 2:	1825 Eye Street N.W., Suite 900		
Address Line 4:	Washington, D.C. 20006		
NAME OF SUBMITTER:	Jenny T. Slocum		
SIGNATURE:	/Jenny T. Slocum/		
DATE SIGNED:	12/07/2022		
Total Attachments: 1			
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TRADEMARK ASSIGNMENT AGREEMENT

This Trademark Assignment Agreement ("Trademark Assignment") is made and entered into as of NOVEMBER 1 2022 (the "Effective Date"), by and between Merchant Media, LLC, a Massachusetts Limited Liability Company ("Assignor"), and Ontel Products Corporation, a New Jersey S. Corp. ("Assignee").

RECITALS

WHEREAS, Assignor is the owner of all right, title and interest in and to the trademark set forth on Schedule A below and the common law rights related thereto (collectively, the "Trademark"), the goodwill appurtenant to the Trademark, and the registration of and/or applications for the Trademark indicated on Schedule A; and

WHEREAS, Assignor desires to assign, and Assignee desires to acquire, all right, title and interest owned by Assignor in and to the Trademark, the registration thereof and/or applications therefor, and goodwill associated therewith.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby distributes, sells, transfers, assigns and otherwise conveys unto Assignee, its successors and assigns, all of its right, title and interest in and to the Trademark, including priority filing rights, together with the goodwill connected with the use of and symbolized by the Trademark and all U.S. applications and registrations related thereto, and all rights to proceeds of the foregoing, including without limitation any rights of action by Assignor, and the right to take proceedings and to seek and recover damages and all other available remedies against third parties for past, present or future infringement of the Trademark. Assignor also transfers and assigns to Assignee the ongoing and existing businesses associated with the Trademark and the goods and services related thereto.

IN WITNESS WHEREOF, the parties have executed this Trademark Assignment as of the Effective Date.

Merchant Media, LLC

By: 

Name: MICHAEL ANTINO
Title: CEO

Ontel Products Corporation

By: 

Name: Caroline Kinsey
Title: General Counsel

Schedule A

Trademark	Country	Application No.	Registration No.
SMART SPIN	U.S.	Ser. No. 87102685	5551341