

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM777013

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
NAC Marketing Company, LLC		12/22/2022	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	Direct Digital, LLC		
Street Address:	615 S. College St. #1300		
City:	Charlotte		
State/Country:	NORTH CAROLINA		
Postal Code:	28202		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 41			
Property Type	Number	Word Mark	
Registration Number:	3846551	AGELESS	
Registration Number:	5633238	AGELESS FEMALE	
Registration Number:	4869083	AGELESS MALE	
Registration Number:	6412667	AGELESS MALE ADVANTAGE	
Registration Number:	6403414	AGELESS MALE ALL NIGHT	
Registration Number:	6202034	AGELESS MALE CORE ENERGY	
Registration Number:	4536068	AGELESS MALE PERFORMANCE	
Registration Number:	5602625	AGELESS MALE TONIGHT	
Registration Number:	5828536	BE THE MAN YOU WANT TO BE	
Registration Number:	4482376	BETA PROSTATE	
Registration Number:	5077353	CITRINEX	
Registration Number:	4273506	COCO COMPLETE	
Registration Number:	4932309	DAYSKIN	
Registration Number:	2582447	GREEN TEA PLUS	
Registration Number:	4071755	LUMATONE	
Registration Number:	5795233	LUMATONE	
Registration Number:	4237596	MALE MATRIX	
Registration Number:	5499135	MOOD180	
Registration Number:	3085894	MULTIVESCENCE	
		TRADEMARK	

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Property Type	Number	Word Mark
Registration Number:	2702638	NEW VITALITY
Registration Number:	4280414	NEW VITALITY
Registration Number:	4276550	NEW VITALITY
Registration Number:	4276551	NEW VITALITY
Registration Number:	3447802	NIGHTSKIN
Registration Number:	5624305	NUTRATAILS
Registration Number:	6342709	POWERFEN
Registration Number:	5954740	PROSTAFEND
Registration Number:	5837507	REDDEFENSE
Registration Number:	4959474	ROYAL GREENS
Registration Number:	2757379	RUBY REDS
Registration Number:	5236217	SUPER BETA
Registration Number:	4209153	SUPER BETA PROSTATE
Registration Number:	4515772	SUPER BETA PROSTATE
Registration Number:	6201787	SUPER BETA PROSTATE ADVANCED
Registration Number:	5546989	SUPER BETA PROSTATE P3 ADVANCED
Registration Number:	5499295	THYROID180
Registration Number:	4196214	TRIPLE ACTION VIRILITY
Registration Number:	4196213	TRIPLE STRENGTH OMEGA-3
Serial Number:	88260259	AGELESS MALE ALL NIGHT
Serial Number:	90239814	AGELESS MALE MAX
Serial Number:	90605211	AGELESS MALE PRO-T

CORRESPONDENCE DATA

Fax Number: 2023448300

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.

Phone: 2023444976

Email: trademarkdocket@venable.com, JRCady@venable.com, RLiebowitz@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

NAME OF SUBMITTER: James R. Cady

SIGNATURE: /JRCady/

DATE SIGNED: 12/28/2022

Total Attachments: 4

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DEED OF ASSIGNMENT

WHEREAS, NAC Marketing Company, LLC (hereinafter "Assignor"), a limited liability company organized and existing under the laws of Delaware and having a principal place of business at 60 Lake Street, Suite 2A, Burlington, Vermont 05401, USA, is the owner and current holder of record of the trademarks shown in attached Exhibit A, and of the goodwill of the business symbolized by said trademarks;

WHEREAS, Direct Digital, LLC (hereinafter "Assignee"), a limited liability company organized and existing under the laws of Delaware and having a principal place of business at 615 S. College St. #1300, Charlotte, North Carolina 28202, USA, desires to acquire all of Assignor's rights, title and interest in and to the trademarks, the applications and registrations for the trademarks, the goodwill of the business symbolized by the trademarks, and the right to sue for past infringements of the trademarks shown in Exhibit A;

WHEREAS, Assignee is the successor to the business and assets of Assignor related to Assignor's business to which the trademarks pertain;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby mutually acknowledged, Assignor does hereby assign, sell, and transfer to Assignee the entire right, title and interest in and to the trademarks and the applications for and registrations of the trademarks shown in Exhibit A, together with the goodwill of the business symbolized by the trademarks, the right of Assignor to conduct business under said trademarks, and the right to sue for past infringements of said trademarks.

IN WITNESS WHEREOF, the parties hereto have caused this Trademark Assignment to be executed effective as of 12/22/22.

NAC MARKETING COMPANY, LLC

Signature: Jodell Nowicki

Name: Jodell Nowicki

Title: General Counsel

DIRECT DIGITAL, LLC

Signature: Jodell Nowicki

Name: Jodell Nowicki

Title: General Counsel

TRADEMARK

REEL: 007933 FRAME: 0111

EXHIBIT A

Jurisdiction	Mark	Appl. No.	Reg. No.	Status
Australia	AGELESS MALE	1567551	1567551	Registered
Australia	Power Q10	1520678	1520678	Registered
Canada	AGELESS MALE	1989216		Pending
Canada	AGELESS MALE ADVANTAGE	2031554		Pending
Canada	AGELESS MALE CORE ENERGY	1998717		Pending
Canada	AGELESS MALE MAX	1925266	TMA1088585	Registered
Canada	AGELESS MALE PERFORMANCE	2053100		Pending
Canada	AGELESS MALE PRO-T	2095992		Pending
Canada	AGELESS MALE TONIGHT	1882897	TMA1088586	Registered
Canada	BE THE MAN YOU WANT TO BE	2161729		Pending
Canada	NEW VITALITY	1558222	TMA855540	Registered
Canada	POWERFEN	1998716		Pending
Canada	PROSTAFEND	2000413		Pending
Canada	SUPER BETA PROSTATE	1582889	TMA856234	Registered
Canada	SUPER BETA PROSTATE	1989215		Pending
Canada	SUPER BETA PROSTATE ADVANCED	2004718		Pending
Canada	SUPER BETA PROSTATE P3 ADVANCED	1989217		Pending
European Union	AGELESS MALE	011968997	011968997	Registered
France	POWER Q10	4022880	(13)4022880	Registered
Hong Kong	AGELESS MALE	302663109	302663109	Registered
United Kingdom	AGELESS MALE	UK009119689 97	UK00911968 997	Registered
United Kingdom	RUBY REDS	UK008011647 64	UK00801164 764	Registered
United States	AGELESS	77885260	3846551	Registered
United States	AGELESS FEMALE	86848492	5633238	Registered

Jurisdiction	Mark	Appl. No.	Reg. No.	Status
United States	AGELESS MALE	86209474	4869083	Registered
United States	AGELESS MALE ADVANTAGE	88936844	6412667	Registered
United States	AGELESS MALE ALL NIGHT	88260259		Pending
United States	AGELESS MALE ALL NIGHT	90268743	6403414	Registered
United States	AGELESS MALE CORE ENERGY	88709232	6202034	Registered
United States	AGELESS MALE MAX	90239814		Pending
United States	AGELESS MALE PERFORMANCE	85931471	4536068	Registered
United States	AGELESS MALE PRO-T	90605211		Pending
United States	AGELESS MALE TONIGHT	87572963	5602625	Registered
United States	BE THE MAN YOU WANT TO BE	88284688	5828536	Registered
United States	BETA PROSTATE	85805720	4482376	Registered
United States	CITRINEX	86957005	5077353	Registered
United States	COCO COMPLETE	85608447	4273506	Registered
United States	DAYSKIN	86740862	4932309	Registered
United States	GREEN TEA PLUS	78088115	2582447	Registered
United States	LUMATONE	85167349	4071755	Registered
United States	LUMATONE	87682367	5795233	Registered
United States	MALE MATRIX	85589544	4237596	Registered
United States	MOOD180	87428625	5499135	Registered
United States	MULTIVESCENCE	76578096	3085894	Registered
United States	NERVE PAIN PLUS	86743737	4959667	Registered
United States	NEW VITALITY	78088656	2702638	Registered
United States	NEW VITALITY	85361181	4280414	Registered
United States	NEW VITALITY	85361183	4276550	Registered
United States	NEW VITALITY	85361185	4276551	Registered
United States	NIGHTSKIN	77154804	3447802	Registered
United States	NUTRATAILS	87978964	5624305	Registered
United States	POWERFEN	88701691	6342709	Registered

Jurisdiction	Mark	Appl. No.	Reg. No.	Status
United States	PROSTAFEND	88483058	5954740	Registered
United States	REDDEFENSE	87960553	5837507	Registered
United States	ROYAL GREENS	86741042	4959474	Registered
United States	RUBY REDS	76428393	2757379	Registered
United States	SUPER BETA	87249217	5236217	Registered
United States	SUPER BETA PROSTATE	85503374	4209153	Registered
United States	SUPER BETA PROSTATE	85805769	4515772	Registered
United States	SUPER BETA PROSTATE ADVANCED	88621847	6201787	Registered
United States	SUPER BETA PROSTATE P3 ADVANCED	87478734	5546989	Registered
United States	THYROID180	87486149	5499295	Registered
United States	TRIPLE ACTION VIRILITY	85595488	4196214	Registered
United States	TRIPLE STRENGTH OMEGA-3	85594823	4196213	Registered
WIPO	POWER Q10	1131592	1131592	Registered
WIPO	RUBY REDS	1164764	1164764	Registered