

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM795379

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Lenfest Media Group, LLC		12/21/2020	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	Sullivan Direct, LLC		
Street Address:	109 Puritan Drive		
City:	Port Chester		
State/Country:	NEW YORK		
Postal Code:	10573		
Entity Type:	Limited Liability Company: NEW YORK		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	5285946	KITTYROO	
CORRESPONDENCE DATA			
Fax Number:	8322018247		
<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:	8662012030		
Email:	TMDocket@NLS.Law		
Correspondent Name:	N. Alexander Nolte		
Address Line 1:	111 Brook Street, Suite 101		
Address Line 4:	Scarsdale, NEW YORK 10583		
ATTORNEY DOCKET NUMBER:	Lenfest Media		
NAME OF SUBMITTER:	Eileen C. DeVries		
SIGNATURE:	/Eileen C. DeVries/		
DATE SIGNED:	03/17/2023		
Total Attachments: 2			
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OP \$40.00 5285946

ASSIGNMENT

WHEREAS, Lenfest Media Group, LLC a limited liability company of the state of Delaware, having a location at 565 East Swedesford Road, Suite 303, Wayne, Pennsylvania, 19087, USA (hereinafter "ASSIGNOR"), is the owner of 100% of the right, title and interest in and to the below listed trademark which has been registered at the United States Patent and Trademark Office, particulars of which are as follows:

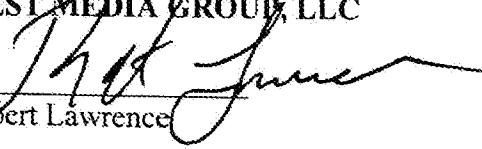
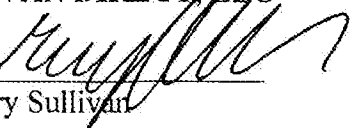
<u>Trademark</u>	<u>Registration No.</u>
KITTYROO (hereinafter referred to as the "Mark");	Reg. 5,285,946

WHEREAS, Sullivan Direct, LLC a limited liability company of the State of New York having a location at 109 Puritan Drive, Port Chester, New York, 10573 (hereinafter "ASSIGNEE") is desirous of acquiring 100% of the entire right, title, and interest in the aforesaid Mark, together with the goodwill of the business symbolized by the Mark; and

WHEREAS, the parties hereto are desirous of executing a document for purposes of recordation at the United States Patent and Trademark Office recording title in and to the aforesaid Mark in the name of Sullivan Direct, LLC.

NOW, THEREFORE, for and in consideration of good and valuable consideration to it paid, the receipt and sufficiency of which are hereby acknowledged, said Lenfest Media Group, LLC does hereby sell, assign, and transfer unto said Sullivan Direct, LLC, all rights, title and interest in and to said Mark, including the applications and registrations thereof and the Certificates of Registration duly and legally issued therefor, and any and all renewals thereof for the Mark, together with the goodwill of the business symbolized thereby, and further including, without limitation, all claims for damages by reason of past infringement and the right to sue for and the right to collect the same for its own use and behoof, and for the use and behoof of its successors, assigns, or legal representatives and the right to defend the Mark and the applications and registrations thereof.

ASSIGNORS REPRESENT AND WARRANT that they each have the full right, power and authority to make this assignment, and that it has not granted and will not grant any assignment or other encumbrance of the Mark to any third party.

ASSIGNOR	ASSIGNEE
<p>LENFEST MEDIA GROUP, LLC</p> <p>Signed:  By: Robert Lawrence</p> <p>Dated: <u>12/21/2020</u></p>	<p>SULLIVAN DIRECT, LLC</p> <p>Signed:  By: Gary Sullivan</p> <p>Dated: <u>12/21/2020</u></p>