

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM798661

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Brandcore Ltd.		09/03/2021	Limited Liability Company: VIRGIN ISLANDS, BRITISH
RECEIVING PARTY DATA			
Name:	Brandcore, LLC		
Street Address:	37 West 39th Street		
Internal Address:	Suite 601		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10018		
Entity Type:	Limited Liability Company: NEW YORK		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	88166461	HE-VIBE	
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:	703.624.5875		
Email:	brianoplus@aol.com		
Correspondent Name:	Brian C. Harrison		
Address Line 1:	1300 I Street, N.W.		
Address Line 2:	Suite 400 E		
Address Line 4:	Washington, D.C. 20005		
NAME OF SUBMITTER:	Brian C. Harrison		
SIGNATURE:	/BCH/		
DATE SIGNED:	03/29/2023		
Total Attachments: 3			
source=He-Vibe Assignment#page1.tif			
source=He-Vibe Assignment#page2.tif			
source=He-Vibe Assignment#page3.tif			

OP \$40.00 88166461

TRADEMARK ASSIGNMENT

This Trademark Assignment (the "Assignment") is made effective as of September 3rd, 2021 (the "Effective Date") by and between Brandcore Ltd., a British Virgin Islands limited liability company ("Assignor"), with its principal place of business at P.O. Box 438, Palm Grove House, Road Town, Tortola, British Virgin Islands, and Brandcore, LLC, ("Assignee"), a New York limited liability company, with its principal place of business at Suite 601, 37 West 39th Street, New York, NY 10018.

RECITALS

Whereas, Assignor owns and is authorized to assign, grant, transfer, and convey all rights in and to the marks listed in Exhibit A hereto, together with any and all registrations and applications for registrations of these marks as set forth in Exhibit A hereto, including their renewals and renewal rights, and any and all names, titles, symbols, designs, copyrights, artwork, trade dress, and other elements embodied in or derived from such marks or their use or display (all of which is collectively referred to herein as the "Property"); and

Whereas, Assignee, as successor to Assignor's business, including all goodwill associated with the Property, desires to obtain from Assignor all of Assignor's right, title, and interest in and to the Property, and Assignor is hereby transferring all such right, title, and interest to Assignee;

ASSIGNMENT

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties agree as follows:

Assignor hereby sells, assigns and transfers to Assignee, and its successors and assigns, the entire right, title, and interest in and to the Property, together with all goodwill of the business symbolized by or associated with the Property; and

Assignor agrees to execute any instruments or papers and to perform such other proper acts as may be required to secure to Assignee or its designee such assignment and the rights specified herein; and

Assignee hereby accepts the assignment of such right, title, and interest as specified herein.

IN WITNESS WHEREOF, the parties have executed this Assignment by their respective, duly authorized representatives as of the date first above written.

ASSIGNOR

Brandcore Ltd.

By: 

Printed Name: Elan Rofe

ASSIGNEE

Brandcore LLC

By: 

Printed Name: Adam Greenfield

BRANDCORE ASSIGNMENT -- EXHIBIT A

Serial No. Trademark

1	90484487	LUY
2	90484476	COOLERWORKS
3	90269465	THE UNICORN PREMIUM SEX MACHINE
4	90247342	SEX BOMB
5	90235160	BALLSTAR
6	88788138	VIP COLLECTION
7	88200155	THEI
8	88166491	LOVE DISTANCE
9	88152674	THE BEADED RABBIT
10	88166491	HE-VIBE
11	88192715	THE ROTATING RABBIT
12	88191951	THE G-SPOT RABBIT
13	88412807	PEGASUS
14	88361874	SECRET 34 KISSES
15	88271725	THE POCKET RABBIT
16	88005086	RABBIT ESSENTIALS
17	87525948	XXXTREME KINK
18	87502469	GLORY HOLE SIGNATURE SERIES
19	87391349	STRONGER LABE
20	87928122	STROKEMASTER
21	87741032	LATEXWEAR

Brandcore Assignment-Exhibit A