

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM809355

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
JRF Enterprises, LLC		05/01/2023	Limited Liability Company: WISCONSIN
RECEIVING PARTY DATA			
Name:	M Group, Inc.		
Street Address:	115 E. Waldo Blvd., Suite 300		
City:	Manitowoc		
State/Country:	WISCONSIN		
Postal Code:	54220		
Entity Type:	Corporation: WISCONSIN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2883162	GOOD VIBRATIONS	
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:	2125001515		
Email:	sseuradge@sillscummis.com		
Correspondent Name:	Stanley Seuradge		
Address Line 1:	101 Park Avenue		
Address Line 4:	New York, NEW YORK 10178		
NAME OF SUBMITTER:	Stanley Seuradge		
SIGNATURE:	/Stanley Seuradge/		
DATE SIGNED:	05/10/2023		
Total Attachments: 3			
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TRADEMARK ASSIGNMENT

This Trademark Assignment, effective as of May 1, 2023 (the "Effective Date"), is between JRF Enterprises LLC, a Wisconsin limited liability company ("Assignor") and M Group, Inc., a Wisconsin corporation ("Assignee").

WHEREAS, Assignor and Assignee are parties to that certain Concept Development Agreement dated as of November 19, 2002, as amended by that certain Amendment of Concept Development Agreement dated August 30, 2004, and that certain Amendment of Concept Development Agreement dated August 29, 2009 (collectively, the "Development Agreement"); and

WHEREAS, pursuant to the Development Agreement, Assignor agreed to assign (and did assign) to Assignee all of its right, title and interest, including all of the goodwill associated therewith, in and to all Intellectual Property Rights, including but not limited to, the patent, and trademark listed in Schedule A (the "Trademark"); and

WHEREAS, as the form and format of the Development Agreement by itself was not acceptable to the United States Patent and Trademark Office to evidence the assignment of the Trademark, Assignor and Assignee are entering into this Trademark Assignment to properly memorialize Assignor's assignment, transfer and sale of Assignor's entire right, title and interest in and to the Trademark to Assignee; and Assignee's acquisition of Assignor's entire right, title, and interest in and to the Trademark.

NOW, THEREFORE, for the consideration paid by Assignee to Assignor, and for the Assignor being relieved of its responsibility for the associated costs relating to said Intellectual Property Rights, under the Development Agreement and other fair and good consideration, Assignor, as of the Effective Date, hereby assigns, transfers and sells to Assignee, its successors, and assigns, Assignor's entire worldwide right, title and interest in and to the Trademark, including all of the goodwill associated therewith, as well as all renewals and extensions of rights thereof, all income, royalties, damages, and payments now or hereafter due or payable with respect to the Trademark, all causes of action (in law and/or equity) and the right to sue, counterclaim, and recover for past, present, and future infringement or any other causes of action related to the Trademark, and all rights corresponding thereto throughout the respective worldwide jurisdictions where Assignor holds rights in the Trademark.

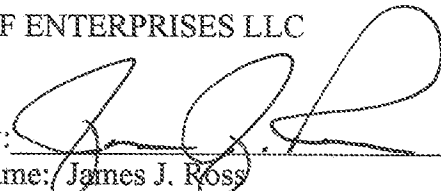
Assignor, as of the Effective Date, agrees to immediately cease using the Trademark and further agrees, without further consideration, to cause to be performed such lawful acts and to execute such further documents regarding the rights assigned, transferred and sold herein, as reasonably requested by Assignee or its successors or assigns.

[Signature page follows]

WHEREFORE, Assignor and Assignee have duly executed this Trademark Assignment as of the Effective Date.

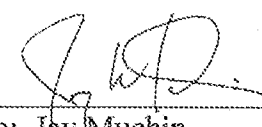
ASSIGNOR:

JRF ENTERPRISES LLC

By: 
Name: James J. Ross
Title: Authorized Signatory

ASSIGNEE:

M GROUP, INC.

By: 
Name: Jay Muchin
Title: Authorized Signatory

SCHEDULE A

Trademarks

<u>Trademark</u>	<u>Registration Number</u>	<u>Registration Date</u>	<u>Jurisdiction</u>
GOOD VIBRATIONS	2883162	September 7, 2004	USA