

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM833890

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
IceBay International LLC		08/23/2023	Limited Liability Company:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	BRAND SERVICES AND HOLDINGS LLC		
<b>Street Address:</b>	14550 INTERURBAN AVE S STE A100		
<b>City:</b>	TUKWILA		
<b>State/Country:</b>	WASHINGTON		
<b>Postal Code:</b>	98168		
<b>Entity Type:</b>	Limited Liability Company: WASHINGTON		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4707903	GROUP VERTICAL	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>			
<b>Email:</b>	brandservicesandholdings@gmail.com		
<b>Correspondent Name:</b>	BRAND SERVICES AND HOLDINGS LLC		
<b>Address Line 1:</b>	14550 INTERURBAN AVE S STE A100		
<b>Address Line 4:</b>	TUKWILA, WASHINGTON 98168		
<b>NAME OF SUBMITTER:</b>	Patrick Zhang		
<b>SIGNATURE:</b>	/Patrick Zhang/		
<b>DATE SIGNED:</b>	08/23/2023		
<b>Total Attachments: 2</b>			
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OP \$40.00 4707903

## DEED OF ASSIGNMENT OF TRADE MARK

**DATE: AUG.23,2023**

### **PARTIES:**

- (1) The "Assignor": IceBay International LLC, under the law of USA with an address of 16192 Coastal Highway, Lewes, DELAWARE UNITED STATES 19958.
  
- (2) The "Assignee": BRAND SERVICES AND HOLDINGS LLC, under the law of USA with an address of 14550 INTERURBAN AVE S STE A100 TUKWILA, WASHINGTON UNITED STATES 98168.

### **BACKGROUND:**

- (A) The Assignor is the proprietor of the trade mark registration, the details of which are set out in the Schedule below and form part of this assignment ("the Trade mark"), and
  
- (B) The Assignor has agreed to assign all its right, title, interest and property in the Trade Mark, together with all ancillary rights relating thereto, including goodwill, to the Assignee upon the following terms.

### **OPERATIVE PROVISIONS:**

1. In consideration of the sum of £1.00 paid by the Assignee to the Assignor (the receipt and sufficiency of which is hereby acknowledged), the Assignor hereby assigns with full title guarantee to the Assignee all rights, title, interest and property in the Trade Mark, together with the whole of the goodwill relating to the Trade Mark, the full and exclusive benefit thereof, all common law rights connected with the Trade Mark and any copyright which may subsist in the Trade Mark and all rights, privileges and advantages appertaining thereto, together with the right to recover and bring proceedings to recover damages and/or to obtain other remedies in respect of infringement of the Trade Mark, and other forms of protection relating to goodwill, whether committed before or after the date of this Assignment, to the intent that the Trade Mark shall be in the name of and shall vest in the Assignee together with the goodwill of the Assignor attaching to the Trade Mark TO HOLD the same onto the Assignee absolutely.
  
2. At the request and cost of the Assignee, the Assignor will execute and sign all such instruments, applications, deeds, documents and do all such acts and things as may be reasonably required by the Assignee to enable the Assignee or its nominee to: (a) enjoy the full and exclusive benefit of the Trade Mark and of the property rights hereby assigned, (b) fully and effectively vest the same in the Assignee and (c) formally register the Assignee's title in the same at any relevant Trade Mark Office.

3. This Agreement shall be binding upon and shall inure to the benefit of the parties hereto, their respective successors and assigns, as well as any subsidiary companies of the parties hereto.
4. The parties will co-operate and consult with one another in good faith, if necessary in the future to carry out the intent of this agreement.

IN WITNESS whereof the parties have executed this document on the date first above written.

SCHEDULE

<u>COUNTRY</u>	<u>TRADE MARK</u>	<u>OFFICIAL NUMBER</u>	<u>CLASS</u>
USA	Group Vertical	4707903	09

EXECUTED AS A DEED,  
For and on behalf of  
IceBay International LLC

(Seal)



EXECUTED AS A DEED,  
For and on behalf of  
BRAND SERVICES AND HOLDINGS LLC

(Seal)

