

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM854111

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
CVB Inc.		11/09/2023	Corporation: UTAH
RECEIVING PARTY DATA			
Name:	Maven Brands, LLC		
Street Address:	1525 W 2960 S		
City:	Nibley		
State/Country:	UTAH		
Postal Code:	84321		
Entity Type:	Limited Liability Company: UTAH		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	7038467	MOBIX	
Registration Number:	6937241	MERX	
Registration Number:	6615098	MAVEN	
CORRESPONDENCE DATA			
Fax Number:	6142290045		
<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:	6142290044		
Email:	jcsmith@ulmer.com		
Correspondent Name:	Jocelyn C Smith		
Address Line 1:	65 E STATE ST		
Address Line 4:	COLUMBUS, OHIO 43215		
ATTORNEY DOCKET NUMBER:	44980.0057		
NAME OF SUBMITTER:	Jocelyn C Smith		
SIGNATURE:	/jocelyn c smith/		
DATE SIGNED:	11/16/2023		
Total Attachments: 2			
source=IP Assignment (Trademark) - CVB to Maven Brands#page1.tif			
source=IP Assignment (Trademark) - CVB to Maven Brands#page2.tif			

OP \$90.00 7038467

Deed of Assignment

WHEREAS, CVB, Inc., a corporation organized and existing under Utah law, with its principal place of business at 1525 W 2960 S, Nibley, UT 84321 ("**Assignor**"), has adopted, owns and is using the marks ("**the Registered Marks**") and owns federal trademark registrations in connection therewith as listed on Schedule A;

WHEREAS, Maven Brands, LLC, a limited liability company organized and existing under Utah law, with its principal place of business at 1525 W 2960 S, Nibley, UT 84321 ("**Assignee**"), desires to acquire the Registered Marks and the referenced registrations in Schedule A;

NOW THEREFORE, for US \$10.00 and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns and transfers to Assignee all right, title, interest and goodwill in and to the Registered Marks and the registrations thereof the right to sue for past, present and future infringement, dilution, misappropriation, violation, or breach thereof, and the right to recover, collect and own any monetary or other damages, and to obtain injunctive relief, as a result thereof.

CVB, Inc.

By: _____



Name: Jeffrey D. Steed

Title: Chief Legal Officer

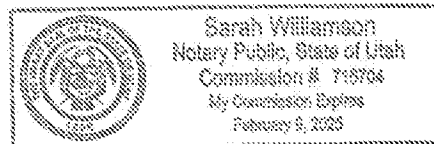
Dated effective as of: November 9, 2023

SUBSCRIBED and SWORN to before me this 9th of November, 2023.



Notary Public

My Commission Expires: 2/9/2025



Schedule A – Registered Marks

MARK	SERIAL NUMBER	STATUS	REGIS. NUMBER	REGIS. DATE	OWNER INFORMATION
MOBIX	97103032	Registered	7038467	4/25/2023	CVB, Inc.
MERX	90317917	Registered	6937241	12/27/2022	CVB, Inc.
MAVEN	90565882	Registered	6615098	1/11/2022	CVB, Inc.