

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM854143

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:	Impact Collective, LLC		
Street Address:	1525 W 2960 S		
City:	Nibley		
State/Country:	UTAH		
Postal Code:	84321		
Entity Type:	Limited Liability Company: UTAH		
PROPERTY NUMBERS Total: 9			
Property Type	Number	Word Mark	
Registration Number:	7202276	T TURN	
Registration Number:	7202277	T TURN	
Registration Number:	6672778	F FORTIFY	
Registration Number:	6521509	RR	
Registration Number:	6503112	F FORTIFY	
Registration Number:	6290688	F	
Registration Number:	6290691	T	
Registration Number:	4913112	A STEP TOWARD RECOVERY	
Registration Number:	4908552	FORTIFY	
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		

OP \$240.00 7202276

NAME OF SUBMITTER:	Jocelyn C Smith
SIGNATURE:	/jocelyn c smith/
DATE SIGNED:	11/16/2023
Total Attachments: 2 source=IP Assignment (Trademark) - CVB to Impact Collective#page1.tif source=IP Assignment (Trademark) - CVB to Impact Collective#page2.tif	

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, Impact Collective, 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, and 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: _____

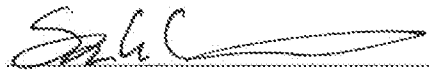


Name: Jeffrey D. Steed

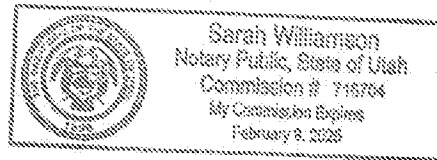
Title: Chief Legal Officer

Dated effective as of: November 9, 2023

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



Notary Public



My Commission Expires: 2/9/2026

Schedule A – Registered Marks

MARK	SERIAL NUMBER	STATUS	REGIS. NUMBER	REGIS. DATE	OWNER INFORMATION
T TURN	88769490	Registered	7202276	10/24/2023	CVB, Inc.
T TURN	88769508	Registered	7202277	10/24/2023	CVB, Inc.
F FORTIFY	88769122	Registered	6672778	3/15/2022	CVB, Inc.
RR	88769700	Registered	6521509	10/12/2021	CVB, Inc.
F FORTIFY	88769092	Registered	6503112	9/28/2021	CVB, Inc.
F	88768985	Registered	6290688	3/9/2021	CVB, Inc.
T	88769158	Registered	6290691	3/9/2021	CVB, Inc.
A STEP TOWARD RECOVERY	86706825	Registered	4913112	3/8/2016	CVB, Inc.
FORTIFY	86706818	Registered	4908552	3/1/2016	CVB, Inc.