

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

Assignment ID: TMI74949

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Mizco International, Inc.		01/17/2024	Corporation: NEW YORK
RECEIVING PARTY DATA			
Company Name:	Alliance Brands LLC		
Street Address:	21 Commerce Drive		
City:	Cranbury		
State/Country:	NEW JERSEY		
Postal Code:	08512		
Entity Type:	Limited Liability Company: NEW JERSEY		
PROPERTY NUMBERS Total: 17			
Property Type	Number	Word Mark	
Registration Number:	6130210	GO VIRAL	
Registration Number:	5696451	IESENTIALS	
Registration Number:	5719421	INSTASENSE	
Registration Number:	5424206	REFUEL	
Registration Number:	5235203	RE-FUEL	
Registration Number:	5016262	JOBSITE	
Registration Number:	5423827	TOUGHTTESTED	
Registration Number:	5649504	GO THE DISTANCE	
Registration Number:	5005780	T	
Registration Number:	5281580	EQ VOICE	
Registration Number:	4694708	PLATINUM SERIES	
Registration Number:	4614233	RE-FUEL	
Registration Number:	4374362	TOUGH TESTED	
Registration Number:	4083022	T TOUGHTTESTED	
Registration Number:	3471637	IESENTIALS	
Registration Number:	2514209	DIGIPOWER SOLUTIONS	
Registration Number:	2503627	DIGIPOWER	
CORRESPONDENCE DATA			

CH \$440.00.00 88789440

Fax Number: 2122168001

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.

Phone: 2125740350

Email: manageddocket@docket.tarterkrinsky.com

Correspondent Name: Mr. Brian A. Bloom

Address Line 1: 1350 Broadway

Address Line 4: New York, NEW YORK 10018

ATTORNEY DOCKET NUMBER:	90199-1
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NAME OF SUBMITTER:	DEBRA CHAMBLISS
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SIGNATURE:	DEBRA CHAMBLISS
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DATE SIGNED:	03/06/2024
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Total Attachments: 2

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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT is made and entered into as of January 17, 2024.

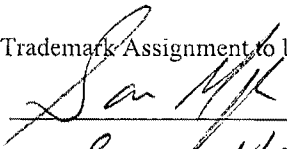
WHEREAS, Mizco International, Inc., a New York corporation having an address at 125 Moen Avenue, Cranford, New Jersey 07016 (“Assignor”) is the owner of all right, title, and interest in and to the following registered trademarks (hereinafter, collectively, the “Trademarks”):

Mark	Registration No.	Registration Date
GO VIRAL	6130210	08/18/2020
IESENTIALS	5696451	03/12/2019
INSTASENSE	5719421	04/09/2019
REFUEL	5424206	03/13/2018
RE-FUEL	5235203	07/04/2017
JOBSITE	5016262	08/09/2016
TOUGHTTESTED	5423827	03/13/2018
GO THE DISTANCE	5649504	01/08/2019
T	5005780	07/26/2016
EQ VOICE	5281580	09/05/2017
PLATINUM SERIES	4694708	03/03/2015
RE-FUEL	4614233	09/30/2014
TOUGH TESTED	4374362	07/30/2013
T TOUGHTTESTED	4083022	01/10/2012
IESENTIALS	3471637	07/22/2008
DIGIPOWER SOLUTIONS	2514209	12/04/2001
DIGIPOWER	2503627	11/06/2001

WHEREAS, Alliance Brands LLC, a limited liability company of New Jersey having an address at 21 Commerce Drive, Cranbury, New Jersey 08512 ("Assignee") is desirous of acquiring the Trademarks and all the goodwill associated therewith;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns and transfers to Assignee of all of Assignor's right, title and interest in and to the Trademarks, together with the goodwill of the business symbolized thereby and/or associated therewith.

IN WITNESS WHEREOF, Assignor has caused this Trademark Assignment to be executed.

By: 

Name: Sami Mizrah

Date: 1/17/2024