

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM329822

SUBMISSION TYPE:	CORRECTIVE ASSIGNMENT		
NATURE OF CONVEYANCE:	Corrective Assignment to correct the spelling of the Assignee previously recorded on Reel 005419 Frame 0409. Assignor(s) hereby confirms the Assignment of the Entire Interest and Goodwill.		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
David S. Orentreich		12/10/2014	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Ideation Unlimited, Inc.		
Street Address:	909 Fifth Avenue		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10021		
Entity Type:	CORPORATION: NEW YORK		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	1841017	SUBCISION	
Registration Number:	1914010	PLASMAGEL	
CORRESPONDENCE DATA			
Fax Number:	5167424366		
<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:	516-742-4343		
Email:	intprop@ssmp.com		
Correspondent Name:	Keith A. Weltsch		
Address Line 1:	400 Garden City Plaza		
Address Line 2:	Suite 300		
Address Line 4:	Garden City, NEW YORK 11530		
ATTORNEY DOCKET NUMBER:	2396/1041		
NAME OF SUBMITTER:	Keith A. Weltsch		
SIGNATURE:	/Keith A. Weltsch/		
DATE SIGNED:	01/23/2015		
Total Attachments: 3			
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CH \$65.00 1841017

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source=Cover Sheet#page2.tif

Holly Manthey - Assignment confirmation receipt ID:TM326115

From: <etas-server@uspto.gov>
 To: <intprop@ssmp.com>
 Date: 12/15/2014 2:05 PM
 Subject: Assignment confirmation receipt ID:TM326115
 Attachments: EASTM326115.html

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
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SUBMISSION TYPE:		NEW ASSIGNMENT													
NATURE OF CONVEYANCE:		ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL													
CONVEYING PARTY DATA															
<table border="1"> <thead> <tr> <th>Name</th> <th>Formerly</th> <th>Execution Date</th> <th>Entity Type</th> </tr> </thead> <tbody> <tr> <td>David S. Orentreich</td> <td></td> <td>12/10/2014</td> <td>INDIVIDUAL: UNITED STATES</td> </tr> </tbody> </table>				Name	Formerly	Execution Date	Entity Type	David S. Orentreich		12/10/2014	INDIVIDUAL: UNITED STATES				
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 Email: intprop@ssmp.com

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Correspondent Name: Keith A. Weitsch
 Address Line 1: 400 Garden City Plaza
 Address Line 2: Suite 300
 Address Line 4: Garden City, NEW YORK 11530

ATTORNEY DOCKET NUMBER:	2396/1041
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NAME OF SUBMITTER:	Keith A. Weitsch
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Signature:	/Keith A. Weitsch/
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Date:	12/15/2014
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Total Attachments: 1
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RECEIPT INFORMATION

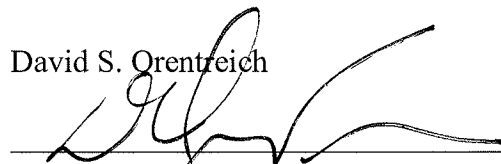
ETAS ID: TM326115
 Receipt Date: 12/15/2014
 Fee Amount: \$65

DEED OF ASSIGNMENT

David S. Orentreich, an individual with a principal place of business at 909 Fifth Avenue, New York, NY 10021 (“ASSIGNOR”), for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, does hereby assign and transfer to Ideation Unlimited, Inc., a New York corporation with a principal place of business at 909 Fifth Avenue, New York, New York 10021 (“ASSIGNEE”) the entire right, title and interest in and to the trademarks listed in the table below, and the registrations specified below, including renewal rights therein, together with the goodwill symbolized by such marks as well as all rights in and to any and all claims ASSIGNOR may have, at law or in equity for past infringement thereof, the same to be held and enjoyed by ASSIGNEE as fully and entirely as the same would have been held by ASSIGNOR had this transfer, assignment and sale not been made.

TRADEMARK	COUNTRY	REGISTRATION NUMBER
SUBCISION	United States	1,841,017
PLASMAGEL	United States	1,914,010

David S. Orentreich



Dated

12/10/14