

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM489822

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
ACTIVE LABORATORIES LLC		09/12/2018	Limited Liability Company:
RECEIVING PARTY DATA			
Name:	DEAL NOVA LLC		
Street Address:	1061 NORTHWEST EXPRESSWAY		
Internal Address:	SUITE 1500		
City:	OKLAHOMA CITY		
State/Country:	OKLAHOMA		
Postal Code:	73118		
Entity Type:	Limited Liability Company: OKLAHOMA		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	5542728	UPPER EAST	
Registration Number:	5493981	UPPER EAST	
Registration Number:	5493982	UPPER EAST COLLECTION	
Serial Number:	87678899	VERA NICE	
CORRESPONDENCE DATA			
Fax Number:	4052707211		
<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:	4052706011		
Email:	sasha.beling@mcafeetaft.com		
Correspondent Name:	SASHA L. BELING		
Address Line 1:	211 N. Robinson		
Address Line 2:	10TH FLOOR, TWO LEADERSHIP SQUARE		
Address Line 4:	Oklahoma City, OKLAHOMA 73102		
ATTORNEY DOCKET NUMBER:	7909.6		
NAME OF SUBMITTER:	SASHA L. BELING		
SIGNATURE:	/slb/		
DATE SIGNED:	09/13/2018		

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Total Attachments: 2

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TRADEMARK ASSIGNMENT

WHEREAS, Active Laboratories, LLC, an Oklahoma limited liability company having an address of 3126 South Blvd., Suite 272, Edmond, Oklahoma 73013 (hereinafter referred to as the "ASSIGNOR"), is the owner of the marks identified by Exhibit A hereto and the goodwill associated therewith (hereinafter referred to as the "Marks"); and

WHEREAS, Deal Nova LLC, an Oklahoma limited liability company having an address of 1601 Northwest Expressway, Suite 1500, Oklahoma City, Oklahoma 73118 (hereinafter referred to as the "ASSIGNEE"), wishes to acquire the rights ASSIGNOR has in and to said Marks in the United States of America and its territorial possessions and in all foreign countries, along with the goodwill associated with said Marks;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, ASSIGNOR does hereby assign and transfer to ASSIGNEE, effective as of the date executed by ASSIGNOR below, its entire right, title, and interest in and to the Marks and the trademark registrations and trademark applications set forth on Exhibit A hereto and all issuances, extensions, and renewals thereof (the "Registrations"), provided that, with respect to the United States intent-to-use trademark applications set forth on Exhibit A hereto, the transfer of such applications accompanies the transfer of that portion of the business to which the trademark pertains and that business is ongoing and existing, together with all goodwill associated with any of the foregoing, and all other rights which ASSIGNOR has of any kind whatsoever under any of the foregoing under the law of any jurisdiction throughout the world, and any and all claims and causes of action with respect to any of the foregoing, whether accruing before, on, or after the date hereof, including all rights to and claims for damages, restitution, and injunctive and other legal and equitable relief for past, present, and future infringement, dilution, misappropriation, violation, misuse, breach, or default, with the right but no obligation to sue for such legal and equitable relief and to collect, or otherwise recover, any such damages, all of the same to be held and enjoyed by ASSIGNEE, its successors and assigns.

IN WITNESS WHEREOF, ASSIGNOR has duly executed and delivered this Trademark Assignment as of September 12, 2018.

Active Laboratories, LLC

By: Matt Beckham
Name: Matt Beckham
Title: CEO

SCHEDULE A

MARK	APP. NO.	REG. NO.
UPPER EAST	87/687,064	5,542,728
UPPER EAST	87,687,047	5,493,981
UPPER EAST COLLECTION	87/687,076	5,493,982
VERA NICE	87,678,899	N/A