

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM501774

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Diamond Direct, LLC		12/11/2018	Limited Liability Company: NEW YORK
RECEIVING PARTY DATA			
Name:	DDLNYC LLC		
Doing Business As:	DDLNY		
Street Address:	145 West 45th Street		
Internal Address:	STE 500		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10036		
Entity Type:	Limited Liability Company: NEW YORK		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	5407963	ETERNALLY US	
Registration Number:	5407962	EVER ONE	
CORRESPONDENCE DATA			
Fax Number:	2127191616		
<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:	2123916464		
Email:	rshapiro@theshapirofirm.com		
Correspondent Name:	Robert J. Shapiro, Esq.		
Address Line 1:	500 Fifth Avenue		
Address Line 2:	STE 1600		
Address Line 4:	New York, NEW YORK 10110		
NAME OF SUBMITTER:	Robert J. Shapiro, Esq.		
SIGNATURE:	/s/		
DATE SIGNED:	12/12/2018		
Total Attachments: 2			
source=Trademark Assignment-Diamond DirectLLC_12-11-18#page1.tif			

OP \$65.00 5407963

TRADEMARK ASSIGNMENT

WHEREAS, ASSIGNOR, **DIAMOND DIRECT, LLC**, a New York State Limited Liability Company with its principal offices at 145 West 45th Street, 5th Floor, New York, NY 10036, which is the owner of all right, title and interest in and to the below listed trademarks that have been Registered at the United States Patent and Trademark Office, particulars of which are as follows:

Trademarks

Registration No's.

(See, SCHEDULE "1" attached hereto, and incorporated herein)

(hereinafter referred to as the "Marks");

WHEREAS, ASSIGNEE, **DDLNYC LLC**, a New York State Limited Liability Company with its principal offices at 145 West 45th Street, 5th Floor, New York, NY 10036, is desirous of acquiring the aforesaid Marks, together with the goodwill of the business symbolized by the Marks;

WHEREAS, by agreement ASSIGNEE has received the entire right, title, and interest in and to the aforesaid Marks, together with the goodwill of the business symbolized thereby; and

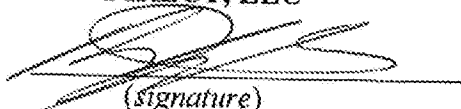
WHEREAS, the parties hereto are desirous of executing a document for purposes of recordation at the United States Patent and Trademark Office, recording title in and to the aforesaid Marks in the name of ASSIGNEE.

NOW, THEREFORE, for and in consideration of good and valuable consideration to it paid, the receipt and sufficiency of which are hereby acknowledge, said ASSIGNOR hereby acknowledges and does hereby sell, assign and transfer unto said ASSIGNEE, all rights, title and interest in and to said Marks, including the Applications and Registrations thereof and the Certificates of Registration duly and legally issued thereof, and any and all renewals thereof for the Marks, together with the goodwill of the business symbolized thereby, and further including, without limitation, all claims for damages by reason of past infringement and the right to sue for and the right to collect the same for its own use and behalf, and for the use and behalf of its successors, assigns, or legal representatives and the right to defend the Marks and the Applications and Registrations thereof.

ASSIGNOR REPRESENTS AND WARRANTS that it has the full right, power and authority to make this Assignment, and that it has not granted and will not grant any assignment or other encumbrance of the Marks to any other third party.

ASSIGNOR:
DIAMOND DIRECT, LLC

By:



(signature)

Name: Baiju Bhansali

Title: Managing Member

Dated: December 11, 2018

SCHEDULE 1

Diamond Direct, LLC - U.S. Trademarks (as of December, 2018)

	U.S. Registration No.	U.S. Serial No.	Mark	Status
1	5407963		ETERNALLY US (std. char.)	<u>LIVE</u>
2	5407962		EVER ONE (std. char.)	<u>LIVE</u>