

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM552067

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
GAPRC Holding Corp		11/25/2019	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	GA Communications, Inc.		
Street Address:	2196 W Park Ct		
City:	Stone Mountain		
State/Country:	GEORGIA		
Postal Code:	30087		
Entity Type:	Corporation: GEORGIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4680458	PURERED	
CORRESPONDENCE DATA			
Fax Number:	2403594879		
<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:	912-257-4864		
Email:	docketing@jmi-iplaw.com		
Correspondent Name:	Nichole Weber Engle		
Address Line 1:	P.O. Box 691		
Address Line 4:	Hoschton, GEORGIA 30548		
NAME OF SUBMITTER:	Kevin Gates		
SIGNATURE:	/Kevin Gates/		
DATE SIGNED:	12/05/2019		
Total Attachments: 3			
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OP \$40.00 4680458

TRADEMARK ASSIGNMENT

WHEREAS, GAPRC Holding Corp, a corporation of the State of Delaware, having an address of 36 Grove Street, New Canaan, CT 06840 ("Assignor"), is the owner of the trademark PURERED (the "Mark"), which is presently registered in the United States Patent and Trademark Office as follows:

PURERED

Application No. 85/707,606

Registration No. 4,680,458

Filing Date: August 20, 2012

Registration Date: February 3, 2015

Services:

Asset management, namely, managing of assets and content used for advertising services, namely, images both still and video, copy, pricing and logos of others; Branding services, namely, consulting, development, management and marketing of brands for businesses and/or individuals; Business consulting services, namely, providing assistance in development of business strategies and creative ideation; Production of audio, video and digital promotional material and advertising; Advertising services, namely, direct email marketing; Radio advertising, Copy writing for advertising and promotional purposes; Advertising and marketing services provided by social media, namely, developing marketing calendars and writing of publicity texts, namely, posts and tweets for social media; Business management consulting with relation to strategy, marketing, sales, operation, namely, specializing in the use of analytics for the understanding and predicting of consumers and businesses; Demographic consultation, namely, reporting demographics and numbers associated with who, what, when and how many of websites, emails, marketing and social media outlets; Providing strategy for planning digital media advertisements for web sites, email marketing and social media platforms; Publicity and sales promotion services utilizing digital media; Direct marketing services utilizing email; Design of advertising materials for others, namely, print advertisements, in-store point-of-purchase, brochures, catalogs, presentations, trade show

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advertisements and digital advertising for web sites, emails, marketing, banner ads, mobile apps and social media; Advertising services, namely, creating corporate logos for others; Digital promotions, namely, preparing video advertising for commercial use via digital cable and the Internet. Email marketing, namely, promoting and marketing the goods and services of others by distributing advertising material, coupons and discount offers via electronic mail. (Int'l Class 035)

Photographic printing and prepressing services; Pre-press services, namely, electronic typesetting, alteration and retouching of artwork, images, text, and graphic designs; Premedia developing, processing, enlarging, printing and reproduction of films; Custom manufacture of paper advertising pieces; Photographic film developing services; Electronic prepress services, electronic typesetting, alteration and retouching of artwork, images, text, and graphic designs; Printing and print processing. (Int'l Class 040)

Photography and video recording services; 360-degree photography; Web video production; Digital imaging services; Photography services for advertising agencies. (Int'l Class 041)

Packaging design; Commercial and graphic art design services; Graphic design; Web page design services; Letterhead design services; Graphic design services for creating graphic elements of corporate logos; Graphic illustration services and flash animation design for others for use in advertising; Web and mobile design and development; Electronic document imaging services, namely, conversion of data or documents from physical to electronic media; computer services, namely, electronic imaging scanning, and digitizing of artwork, images, text, and graphic designs; design and development of mobile telephones; Digital restoration and enhancement of photographs. (Int'l Class 042)

WHEREAS, GA Communications, Inc., a corporation of the State of Georgia, having an address of 2196 W Park Ct, Stone Mountain, GA, 30087, ("Assignee") is desirous of acquiring

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all right, title and interest in the Mark, the good will symbolized by the Mark, and the registration of the Mark.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which Assignee hereby acknowledges, Assignor does hereby sell, assign, transfer and set over to Assignee, its successors, assigns and legal representatives, all right, title and interest in and to the Mark, together with the goodwill associated therewith and the right to recover for damages and profits for past infringements of the Mark.

Assignor warrants that it is the legal owner of the right, title and interest in the Mark, and that the Mark have not been otherwise previously pledged, assigned or encumbered.

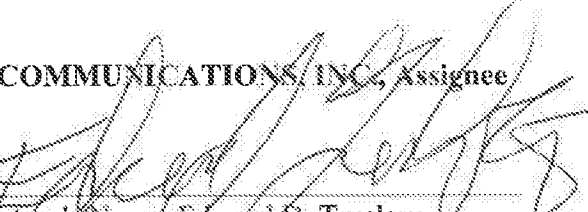
Assignor agrees to cooperate with Assignee and to execute and deliver all papers, instruments and assignments as may be necessary to vest all right, title and interest in and to the Mark, including, without limitation, recordation of the Assignment in the United States Patent and Trademark Office.

GAPRC HOLDING CORP. Assignor

By: 
Signatory's Name: Edward D. Truslow
Signatory's Title: President and Assistant Secretary
Signatory's Address: 36 Grove Street
New Canaan, CT 06840

Date: 11/25/19

GA COMMUNICATIONS, INC. Assignee

By: 
Signatory's Name: Edward D. Truslow
Signatory's Title: Vice President
Signatory's Address: 2196 W Park Ct
Stone Mountain, GA, 30087

Date: 11/25/19