

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM553704

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Robert Bitton		12/09/2019	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	O Positiv, LLC		
Street Address:	11740 San Vicente Boulevard		
Internal Address:	Suite 109-333		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90049		
Entity Type:	Limited Liability Company: CALIFORNIA		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	5412365	FLO	
Registration Number:	5495845	O POSITIV	
Registration Number:	5564652	O POSITIV	
Registration Number:	5872994	CEO	
CORRESPONDENCE DATA			
Fax Number:	9492429789		
<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:	(949) 756-4889		
Email:	charlotte@lappleubell.com		
Correspondent Name:	LAPPLE UBELL IP LAW, LLP		
Address Line 1:	19800 MacArthur Boulevard		
Address Line 2:	3rd floor		
Address Line 4:	Irvine, CALIFORNIA 92612		
ATTORNEY DOCKET NUMBER:	1480-000001		
NAME OF SUBMITTER:	Matthew C. Lapple		
SIGNATURE:	/Matthew C. Lapple/		
DATE SIGNED:	12/17/2019		

OP \$115.00 5412365

Total Attachments: 2

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Trademark Assignment

WHEREAS, Robert Bitton, an individual residing in California, ("Bitton" or "Assignor") is doing business as "O Positiv";

WHEREAS Assignor, has adopted, owns, is using, and has registered, the following Marks in connection with the goods and/or services listed in each respective registration:

- FLO (U.S. Reg. No. 5,412,365);
- O POSITIV (U.S. Reg. No. 5,495,845);
- O POSITIV (design) (U.S. Reg. 5,564,652); and
- CEO (U.S. Reg. No. 5,872,994) (collectively "the Marks");

WHEREAS, Assignor has formed a limited liability company under the laws of the State of California, namely "O Positiv, LLC", California entity number 201722010191, with its principal place of business at 11740 San Vicente Blvd Ste. 109-333, Los Angeles, CA 90049 ("Assignee"); and

WHEREAS, Assignee, desires to acquire the Marks and the above-referenced Registrations;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee, and Assignee hereby accepts, all right, title and interest in and to the Marks and the Registrations thereof, together with the goodwill of the business symbolized by the Marks, including the right to sue for and collect damages for any infringements occurring prior to the Effective Date of this Assignment.

FOR ASSIGNOR:

Robert Bitton



FOR ASSIGNEE:

O Positiv, LLC



By: Robert Bitton

Title: Manager, O Positiv, LLC

Dated effective as of: 12/9/19

ACKNOWLEDGEMENT

A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document.

State of California
County of Los Angeles

On December 9, 2019 before me,
Arturo Cabrera, Notary Public (insert name and title of the officer)

personally appeared Robert Bitton, who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/hers/their authorized capacity(ies), and that by his/hers/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature [Handwritten Signature] (Seal)

