

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM581281

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
M & M Label Company, Inc.		08/30/2019	Corporation: MASSACHUSETTS
RECEIVING PARTY DATA			
Name:	I.D. Images LLC		
Street Address:	2991 Interstate Pkwy.		
City:	Brunswick		
State/Country:	OHIO		
Postal Code:	44212		
Entity Type:	Limited Liability Company: OHIO		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4608343	THE MERCHANDISER	
CORRESPONDENCE DATA			
Fax Number:	6174439292		
<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:	6174439292		
Email:	trademarks@sunsteinlaw.com		
Correspondent Name:	Steven A. Abreu		
Address Line 1:	100 High Street		
Address Line 4:	Boston, MASSACHUSETTS 02110		
ATTORNEY DOCKET NUMBER:	3979/2001		
NAME OF SUBMITTER:	Steven A. Abreu		
SIGNATURE:	/Steven Abreu/		
DATE SIGNED:	06/15/2020		
Total Attachments: 3			
source=Executed Trademark Assignment for THE MERCHANDISER#page1.tif			
source=Executed Trademark Assignment for THE MERCHANDISER#page2.tif			
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CH \$40.00 4608343

CONFIRMATORY TRADEMARK ASSIGNMENT

The Confirmatory Trademark Assignment (the "Assignment"), entered into as of the latest of the two signature dates below ("Effective date"), is made by and between:

- **M&M Label Company**, a Massachusetts corporation, with a principal business location of 380 Pearl Street, Malden, Massachusetts 02148 ("Assignor"), and
- **I.D. Images LLC**, an Ohio limited liability company, with a principal business location of 2991 Interstate Pkwy. Brunswick, Ohio 44212 ("Assignee"), and

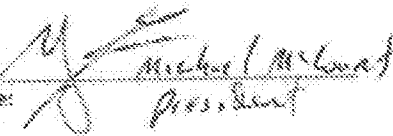
Wherefore, in consideration of the value received and the mutual covenants of the parties, the receipt and sufficiency of which is hereby acknowledged, Assignor and Assignee agree as follows:

1. Background. Assignor assigned the trademarks set forth on Schedule A attached hereto (the "Trademarks"), together with the goodwill associated therewith, to the Assignee on August 30, 2019, in an Asset Purchase Agreement entered into by both Parties. Assignor now confirms its assignment of the Trademarks to Assignee and Assignee confirms that it accepted such assignment on the terms and conditions set forth in this Assignment.
2. Grant. Assignor has sold, assigned, and transferred, to Assignee, its successors and assigns, the entire right, title, and interest in, to, and under the Trademarks, including all common law rights, trademark applications, registrations, and renewals, and the right to sue for past, present and future infringement, together with the goodwill symbolized by the Trademarks. If Assignor's prior assignment is, for any reason, ineffective, Assignor hereby sells, assigns, and transfers to Assignee, its successors and assigns, the entire right, title, and interest in, to, and under the Trademarks, including all common law rights, trademark applications, registrations, and renewals, and the right to sue for past, present and future infringement, together with the goodwill symbolized by the Trademarks.
3. Further Acts / Recordal. Assignor further covenants with Assignee to execute when requested such additional assignments, instruments and documents as may reasonably be necessary to effectuate

this Assignment and to enable the Assignee to record the Assignment in the territories concerned, including recordings of assignment of trademark suitable for filing with the United States Patent and Trademark Office and equivalent foreign agencies.

IN WITNESS WHEREOF, Assignor has caused this Confirmatory Trademark Assignment to be executed as of the Effective Date.

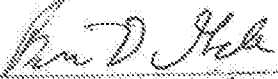
M&M Label Company, Inc.

By:  Date: 6/11 2020
Name: Michael McQuat
Title: President

DECLARATION OF ACCEPTANCE BY ASSIGNEE

The above named Assignee, LD. Images LLC, hereby declares that with effect from August 30, 2019, it has accepted the Trademarks, including all goodwill of the business symbolized by such Trademarks including all rights to recover past, present and future damages for infringement, assigned to it by Assignor, pursuant to the foregoing Confirmatory Trademark Assignment.

LD. IMAGES LLC

By:  Date: June 11, 2020
Name: Brian S. Gale
Title: Managing Member / CEO

SCHEDULE A

The Trademarks being assigned include all formatives of the marks listed below, namely, all marks comprised of or containing any of the marks listed below, including, but not limited to the marks in all colors, styles, fonts, combinations of upper and lower case letters:

Trademarks:

1. THE MERCHANDISER

Related Pending Applications and Registrations:

TRADEMARK	JURISDICTION	REGISTRATION NUMBER	STATUS
THE MERCHANDISER	United States	4,608,343	Registered

03979/02001 3247535.1