

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM587991

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|-----------------------------------|--|--|-----------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| P.V. Bakery, Inc. | | 07/21/2020 | Corporation: NEW YORK |
| RECEIVING PARTY DATA | | | |
| Name: | Marks Bakery LLC | | |
| Street Address: | 1551 2nd Avenue | | |
| City: | New York | | |
| State/Country: | NEW YORK | | |
| Postal Code: | 10028 | | |
| Entity Type: | Limited Liability Company: NEW YORK | | |
| PROPERTY NUMBERS Total: 17 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 2575608 | WORLD'S BEST BAGELS H&H MIDTOWN BAGELS E | |
| Registration Number: | 2571095 | H&H MIDTOWN BAGELS EAST | |
| Registration Number: | 5979396 | LIKE NO OTHER BAGEL IN THE WORLD | |
| Registration Number: | 5979398 | LIKE NO OTHER BAGEL IN THE WORLD | |
| Registration Number: | 5979399 | LIKE NO OTHER BAGEL IN THE WORLD | |
| Registration Number: | 5979401 | LIKE NO OTHER BAGEL IN THE WORLD | |
| Registration Number: | 5998120 | H&H BAGELS | |
| Registration Number: | 5998121 | H&H BAGELS | |
| Registration Number: | 5998122 | H&H BAGELS | |
| Serial Number: | 88235010 | H&H BAGELS | |
| Serial Number: | 88235043 | H&H BAGELS | |
| Serial Number: | 88235106 | H&H | |
| Serial Number: | 88235116 | H&H | |
| Serial Number: | 88235131 | H&H | |
| Serial Number: | 88235145 | H&H | |
| Serial Number: | 88235211 | H&H | |
| Serial Number: | 88235277 | LIKE NO OTHER BAGEL IN THE WORLD | |
| CORRESPONDENCE DATA | | | |

OP \$440.00 2575608

Fax Number: 9735302225

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.

Phone: 9735302025

Email: trademarks@csglaw.com

Correspondent Name: Peter Nussbaum

Address Line 1: One Boland Drive

Address Line 4: West Orange, NEW JERSEY 07052

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|---------------------------|----------------|
| NAME OF SUBMITTER: | Peter Nussbaum |
|---------------------------|----------------|

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| SIGNATURE: | /Peter Nussbaum/ |
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| DATE SIGNED: | 07/22/2020 |
|---------------------|------------|

Total Attachments: 4

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TRADEMARK AND SERVICE MARK ASSIGNMENT

This TRADEMARK AND SERVICE MARK ASSIGNMENT (the "Assignment") made this 21st day of JULY, 2020 by and P.V. BAKERY, INC., a New York corporation having a business address of 1551 2nd Avenue, New York, New York 10028 ("Assignor") and Marks Bakery LLC, a New York limited liability corporation having a business address of 1551 2nd Avenue, New York, New York 10028 ("Assignee").

WITNESSETH

WHEREAS, Assignor is the owner of all right, title and interest in and to the Trademark and Service Mark Applications and Registrations set forth in **Exhibit A** attached hereto (the "Marks"), as well as all common law rights in and to said Marks and any and all existing and future Trademark and Service Mark Registrations and Applications related to said Marks; and

WHEREAS, Assignor has agreed to assign all rights in and to the Marks to Assignee, and Assignee has agreed to acquire all rights in and to the Marks, including any and all common law rights in and to the Marks, and any and all Registrations related thereto or that may result therefrom.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee, all right, title and interest throughout the world, in and to said Marks, together with all of the goodwill of the business symbolized by said Marks, and together with the right to recover damages and profits and all other remedies for past and future infringements thereof.


IN WITNESS WHEREOF, Assignor has caused this Assignment to be duly executed as of the day and year first above written.

ASSIGNOR
P.V. Bakery, INC.

By: 

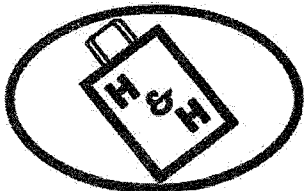
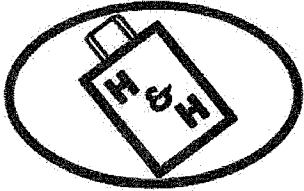
Jay Rushin
Chief Executive Officer

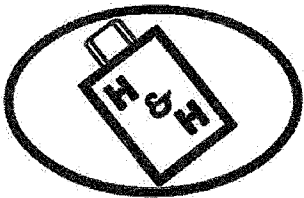
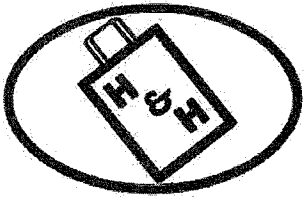
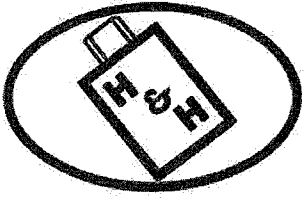
Exhibit A
United States Trademark and Service Mark Registrations

| Mark | Registration Number | Class |
|--|---------------------|---|
|  <p>WORLD'S BEST BAGELS H&H MIDTOWN BAGELS EAST and Design</p> | 2,575,608 | 30: Bakery items, namely, bagels 42: Restaurant services, namely, carry out services |
| <p>H&H MIDTOWN BAGELS EAST</p> | 2,571,095 | 30: Bakery items, namely bagels 42: Restaurant services, namely, carry out services |
| <p>LIKE NO OTHER BAGEL IN THE WORLD</p> | 5,979,396 | 29: Cream cheese; tofu based spreads; salmon, not live; lox |
| <p>LIKE NO OTHER BAGEL IN THE WORLD</p> | 5,979,398 | 30: Bagels |
| <p>LIKE NO OTHER BAGEL IN THE WORLD</p> | 5,979,399 | 35: Wholesale food distributorship services; food kiosk services; mobile food kiosk services; mail order services featuring food; retail on-line ordering services featuring food; retail services through direct solicitation by distributors directed to end-users featuring food; online retail services through direct solicitation by distributors directed to end-users featuring food |
| <p>LIKE NO OTHER BAGEL IN THE WORLD</p> | 5,979,401 | 43: Restaurant and café services; delicatessen services; catering services; providing of food and drink via a mobile truck |

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| H&H BAGELS | 5,998,120 | 29: cream cheese; tofu based spreads; salmon, not live; lox. |
| H&H BAGELS | 5,998,121 | 30: Bagels |
| H&H BAGELS | 5,998,122 | 43: restaurant and café services; deli services; catering services; providing of food and drink via a mobile truck |

United States Trademark and Service Mark Applications

| Mark | Serial Number | Class |
|---|----------------------|--|
| H&H BAGELS | 88/235,010 | 35: Wholesale food distributorship services; food kiosk services; mobile food kiosk services; mail order services featuring food; retail on-line ordering services featuring food; retail services through direct solicitation by distributors directed to end-users featuring food; online retail services through direct solicitation by distributors directed to end-users featuring food |
| H&H BAGELS | 88/235,043 | 39: Food delivery |
|  H&H and Design | 88/235,106 | 29: cream cheese; tofu based spread; salmon, not live; lox |
|  H&H and Design | 88/235,116 | 30: bagels |

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|  <p>H&H and Design</p> | <p>88/235,131</p> | <p>35: Wholesale food distributorship services; food kiosk services; mobile food kiosk services; mail order services featuring food; retail on-line ordering services featuring food; retail services through direct solicitation by distributors directed to end-users featuring food; online retail services through direct solicitation by distributors directed to end-users featuring food</p> |
|  <p>H&H and Design</p> | <p>88/235,145</p> | <p>39: Food delivery</p> |
|  <p>H&H and Design</p> | <p>88/235,211</p> | <p>43: restaurant and café services; deli services; catering services; providing of food and drink via a mobile truck</p> |
| <p>LIKE NO OTHER BAGEL IN THE WORLD</p> | <p>88/235,277</p> | <p>39: Food delivery</p> |