

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM635109

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Bright Ventures, LLC		03/29/2021	Limited Liability Company: MINNESOTA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	MOCER LLC		
<b>Street Address:</b>	27 W 16th St APT 5E		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10011		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	5766803	ESSENTIAL VALUES	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>			
<b>Phone:</b>	6515007590		
<b>Email:</b>	wsp@njpls.com		
<b>Correspondent Name:</b>	Wendy Peterson of Not Just Patents LLC		
<b>Address Line 1:</b>	1248 Victoria St N		
<b>Address Line 4:</b>	St. Paul, MINNESOTA 55117		
<b>NAME OF SUBMITTER:</b>	Wendy Peterson		
<b>SIGNATURE:</b>	/Wendy Peterson/		
<b>DATE SIGNED:</b>	03/29/2021		
<b>Total Attachments: 1</b>			
source=assignment Essential Values executed by Josh#page1.tif			

OP \$40.00 5766803

### ASSIGNMENT OF TRADEMARK INTEREST

WHEREAS, Bright Ventures, LLC (MN, LLC), 4344 Mayfield Ave NE, Saint Michael, MN 55376 (“Assignor”), was the owner of the federal trademark registration Essential Values RN 5766803;

WHEREAS, MOCER LLC, 27 W 16th St APT 5E, New York, NY 10011, (Delaware, LLC)(“Assignee”) has acquired all right, title and interest in and to the foregoing trademark registration, together with the goodwill of the business with which the trademark is used and which is symbolized by the mark; for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, that Assignor has assigned, transferred and conveyed to Assignee the Assignor's entire right, title and interest in and to the foregoing trademark, together with the goodwill of the business in connection with which the marks are used and which is symbolized by the trademarks, as fully and entirely as the same would have been held and enjoyed by it if this Assignment had not been made, the same to be held and enjoyed by the Assignee and its legal representatives, successors and assigns for its own use and enjoyment, and for the Use and enjoyment of its assigns, successors, or other legal representatives, as fully and entirely as the same would have been held and enjoyed by the Assignor had this Assignment not been made.

### VERIFICATION

I, Josh Dittrich, declare that I am authorized to sign this verification of the assignment as President of Bright Ventures, LLC. I declare further that these statements were made with the knowledge that willful false statements and the like are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code.

Date: March 29, 2021



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Josh Dittrich, President, Bright Ventures, LLC