

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM699866

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	09/15/2020		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Curv Group, LLC		12/21/2021	Limited Liability Company: ILLINOIS
RECEIVING PARTY DATA			
Name:	Curv Brands, LLC		
Street Address:	801 S. Miami Ave. #3910		
City:	Miami		
State/Country:	FLORIDA		
Postal Code:	33130		
Entity Type:	Limited Liability Company: FLORIDA		
PROPERTY NUMBERS Total: 19			
Property Type	Number	Word Mark	
Serial Number:	87828317	MIDNIGHT DIAMOND	
Serial Number:	87704610	KEY SMART	
Serial Number:	87241301	KEY SMART	
Serial Number:	87171595	KEY SMART	
Serial Number:	87238611	NANO TORCH	
Serial Number:	87151691	FLAVORBOOM	
Serial Number:	87230970	LIVE CALM	
Serial Number:	87109805	CLEVER LIVING	
Serial Number:	87059966	BOGUI	
Serial Number:	87110399	SWEET FIT	
Serial Number:	86919237	ARTIX	
Serial Number:	86936733	KEYSTAX	
Serial Number:	86919221	TASKFOCUS	
Serial Number:	86918719	MODERN HABIT	
Serial Number:	86919231	CAPCATCH	
Serial Number:	86919250	KEYMAGS	
Serial Number:	86919213	ONTASK	
Serial Number:	86703675	NANO WRENCH	

OP \$490.00 87828317

Property Type	Number	Word Mark
Serial Number:	85971862	KEY SMART
CORRESPONDENCE DATA		
Fax Number:	3123451778	
<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:	3123451718	
Email:	USDocket@lewisbrisbois.com	
Correspondent Name:	Jill Anderfuren	
Address Line 1:	550 West Adams Street	
Address Line 2:	Suite 300	
Address Line 4:	Chicago, ILLINOIS 60661	
NAME OF SUBMITTER:	Jill Anderfuren	
SIGNATURE:	/ja/	
DATE SIGNED:	01/05/2022	
Total Attachments: 2		
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TRADEMARK ASSIGNMENT


THIS ASSIGNMENT entered between Curv Group, LLC ("Assignor"), an Illinois Limited Liability Company of 860 Bonnie Lane, Elk Grove Village, IL 60007 and Curv Brands, LLC ("Assignee"), a Florida Limited Liability Company, of 801 S. Miami Ave. #3910, Miami, FL 33130, *nunc pro tunc* September 15, 2020.

WHEREAS, ASSIGNOR is the owner of all right, title and interest in and to the trademarks and registrations listed on the attached SCHEDULE A, including the goodwill of the business symbolized thereby, and the corresponding application and registrations issued in the United States Patent and Trademark Office (the "Trademarks"); and

WHEREAS, ASSIGNEE wishes to acquire and ASSIGNOR wishes to assign to ASSIGNEE any and all rights in and to the Trademarks and the goodwill appurtenant thereto;

NOW, THEREFORE:

In consideration of and in exchange for the sum of Ten Dollars (\$10.00), and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby assigns to ASSIGNEE all of its right, title and interest in and to the Trademarks, together with the goodwill of the business symbolized thereby, the right to sue for past infringement and the right to prosecute and maintain trademarks, and the corresponding application and Trademark registrations listed on SCHEDULE A.

By: 
Name: Michael Tunney
Title: Manager

Dated: December 21, 2021

SCHEDULE A

Serial Number		Mark
87828317	6003140	MIDNIGHT DIAMOND
87704610		KEY SMART
87241301	5338321	KEY SMART
87171595	5338096	KEY SMART
87238611	5264099	NANO TORCH
87151691	5193107	FLAVORBOOM
87230970	5186630	LIVE CALM
87109805	5188476	CLEVER LIVING
87059966	5188347	BOGUI
87110399	5119536	SWEET FIT
86919237	5503549	ARTIX
86936733	5201293	KEYSTAX
86919221	5201168	TASKFOCUS
86918719	5201163	MODERN HABIT
86919231	5193177	CAPCATCH
86919250	5162615	KEYMAGS
86919213	5162614	ONTASK
86703675	4990277	NANO WRENCH
85971862	4480717	KEY SMART