

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM705564

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
AL Brand, Inc.		09/30/2021	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	AL Advisors Management, Inc.		
Street Address:	90 Gold Street, 3rd Floor		
City:	San Francisco		
State/Country:	CALIFORNIA		
Postal Code:	94113		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	5949730		
CORRESPONDENCE DATA			
Fax Number:	2124512222		
<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:	212.451.2300		
Email:	MLGTrademarks@olshanlaw.com		
Correspondent Name:	Olshan Frome Wolosky LLP		
Address Line 1:	1325 Avenue of the Americas		
Address Line 2:	Attn Mary Grieco Lee		
Address Line 4:	New York, NEW YORK 10019		
NAME OF SUBMITTER:	Mary Grieco Lee		
SIGNATURE:	/Mary Grieco Lee/		
DATE SIGNED:	01/31/2022		
Total Attachments: 4			
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**FIRST AMENDMENT TO
TRADEMARK ASSIGNMENT**

This First Amendment (“Amendment”) to the Trademark Assignment (the “Assignment”) dated as of the 30th day of September, 2021 is entered into by and between AL Brand, Inc., a Delaware corporation (“Assignor”) and AL Advisors Management, Inc., a Delaware corporation (“Assignee”).

WHEREAS, in addition to the trademarks, service marks and trade names set forth in the Assignment, Assignor holds all right, title and interest in and to the registered trademarks, service marks and trade names set forth in Exhibit A, and registrations and applications for registration of any of the foregoing (collectively, “Marks”);

WHEREAS, Assignor and Assignee are parties to that certain IP Asset Purchase Agreement, dated as of the date hereof (the “Purchase Agreement”), pursuant to which Assignor transferred, sold and conveyed to Assignee certain intellectual property assets of Assignor, including the Marks and the goodwill of the business symbolized thereby; and

WHEREAS, Assignor now wishes to assign the Marks to Assignee, and Assignee is desirous of acquiring the Marks from Assignor, together with the goodwill of the business symbolized thereby.

NOW, THEREFORE, in consideration of the premises set forth above and in the Purchase Agreement and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged:

Assignor does hereby sell, assign, convey and transfer unto Assignee and its successors, assigns and legal representatives, Assignor’s entire right, title and interest in and throughout the world in and to the Marks (including any common law rights that may exist and are associated therewith), together with the goodwill of the business symbolized thereby and appurtenant thereto, the same to be held and enjoyed by Assignee, its successors, permitted assigns or legal representatives, together with income, royalties, damages or payments due on or after the date hereof, including, without limitation, all claims for damages or payments by reason of infringement or unauthorized use of the Marks, along with the right to sue for past infringements and collect same for Assignee’s sole use and enjoyment.

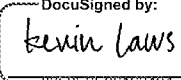
Assignor does hereby authorize the Director of the United States Patent & Trademark Office, and the empowered official of any U.S. State, or any country or countries foreign to the United States whose duty it is to record trademark registrations, applications and title thereto, to record the Marks and title thereto as the property of Assignee, its successors, assigns or legal representatives in accordance with the terms of this instrument.

Assignee and Assignor also agree that multiple copies of this Amendment may be executed, each of which shall be deemed an original, and each of which shall be valid and binding upon Assignee and Assignor.

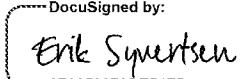
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IN WITNESS WHEREOF, Assignor and Assignee have caused this Amendment to be executed as a sealed instrument by their duly authorized representatives as of the date first written above.

ASSIGNOR: AL BRAND, INC.

Signature: 
Name: Kevin Laws
Title: President

ASSIGNEE: AL ADVISOR MANAGEMENT, INC.

Signature: 
Name: Erik Syvertsen
Title: Secretary

Trademark Assignment
Signature Page

Exhibit ATrademark Registrations and Applications

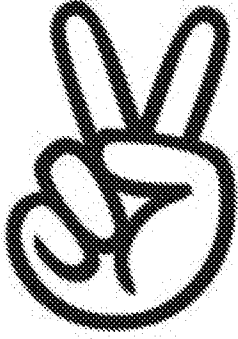
Mark	Country	Reg. Date. (App. Date.)	Reg. No (Appl. No.)	Serial No.	Classes
	USA	December 31, 2019	5949730	88476391	<p>IC 035. US 100 101 102. G & S: Business development services, namely, providing start-up support for businesses of others; Providing an on-line searchable database featuring employment opportunities. FIRST USE: 20120114. FIRST USE IN COMMERCE: 20120114</p> <p>IC 036. US 100 101 102. G & S: Information, advisory, consultancy and research services relating to finance and investments; Investment of funds for others; Venture capital funding services to emerging and start-up companies. FIRST USE: 20110707. FIRST USE IN COMMERCE: 20110707</p> <p>IC 041. US 100 101 107. G & S: Education services, namely, providing on-line classes, webinars, and workshops in the field of business management, business development, careers, investing, finance, start-up companies, technology, employment recruiting,</p>

Exhibit A - Trademark Assignment

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					<p>and venture capital; On-line journals, namely, blogs featuring news and information in the fields of business management, business development, careers, investing, finance, start-up companies, technology, employment recruiting, and venture capital; Providing on-line non-downloadable articles in the field of business management, business development, careers, investing, finance, start-up companies, technology, employment recruiting, and venture capital. FIRST USE: 20110511. FIRST USE IN COMMERCE: 20110511</p>
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