

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM707225

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Antonie Jarjour		01/27/2022	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Ideavillage Products Corp.		
Street Address:	155 Route 46 West		
City:	Wayne		
State/Country:	NEW JERSEY		
Postal Code:	07470		
Entity Type:	Corporation: NEW JERSEY		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2609527	SEEN ON SCREEN AS SEEN ON TV STORE	
CORRESPONDENCE DATA			
Fax Number:	2122925391		
<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:	2122925390		
Email:	mail@ipcounselors.com		
Correspondent Name:	EPSTEIN DRANGEL LLP		
Address Line 1:	60 EAST 42ND STREET		
Address Line 2:	SUITE 2520		
Address Line 4:	NEW YORK, NEW YORK 10165		
NAME OF SUBMITTER:	/Annmary Ittan/		
SIGNATURE:	/Annmary Ittan/		
DATE SIGNED:	02/08/2022		
Total Attachments: 1			
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TRADEMARK DEED OF ASSIGNMENT

This Trademark Deed of Assignment, effective as of January 27, 2022 (hereinafter, "Effective Date") is between Antonie Jarjour, 1431 East Michelle Drive, Phoenix, AZ 85022 ("ASSIGNOR"), and Ideavillage Products Corp., a New Jersey corporation with a place of business at 155 Route 46 West, Wayne, NJ 07470 ("ASSIGNEE").

WHEREAS, ASSIGNOR, is the owner of all common law and registered right, title and interest in and to the mark SEEN ON SCREEN for consumer products and retail services related to the sale of consumer products (hereinafter, the "SOS Mark"), including, U.S. Registration No. 2,609,527, for SEEN ON SCREEN AS SEEN ON TV STORE (and design) in International Class 35 with a date of first use of March 1, 1996 (hereinafter, the "SOS Registration") (the SOS Mark and the SOS Registration are hereinafter collectively referred to as the "SOS IP"); and

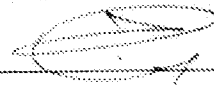
WHEREAS, ASSIGNEE is desirous of acquiring all rights, title and interest in and to the SOS IP, the goodwill of the business symbolized thereby, and the right to all claims against third parties for damage and compensation relating to or arising from the use and registration of the SOSIP, with the right to sue for and collect the same;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, as of the Effective Date, ASSIGNOR does hereby transfer, convey and assign unto ASSIGNEE, and ASSIGNEE hereby accepts, all rights, title and interest in and to the SOS IP, the goodwill of the business symbolized thereby, and the right to all claims against third parties for damage and compensation relating to or arising from the unauthorized use and/or registration of the SOSIP, with the right to sue for and collect the same;

ASSIGNOR further agrees to execute any other or further documents which may be reasonably necessary for the protection or perfection of any right, title, or interest herein acquired by ASSIGNEE.

ANTONIE JARJOUR

Dated: Jan / 27 / 2022

By: 

Name: Antoine jarjour