

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM804686

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
LongVu Wholesale, LLC	FORMERLY CoolVu, LLC	04/10/2023	Limited Liability Company: GEORGIA
RECEIVING PARTY DATA			
Name:	CoolVu Franchise Concepts, Inc.		
Street Address:	4939 Lower Roswell Road, Bldg. B, Suite 201		
City:	Marietta		
State/Country:	GEORGIA		
Postal Code:	30068		
Entity Type:	Corporation: GEORGIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	5843062	HOW COOL IS YOUR VU?	
CORRESPONDENCE DATA			
Fax Number:	3032924510		
<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:	404-961-9744		
Email:	mw-tmadmin@moyewhite.com		
Correspondent Name:	Allen N. Bradley, Moye White LLP		
Address Line 1:	1349 West Peachtree St., NW Suite 1525		
Address Line 4:	Atlanta, GEORGIA 30309-2917		
ATTORNEY DOCKET NUMBER:	17768.00001		
NAME OF SUBMITTER:	Charles F. Luce, Jr.		
SIGNATURE:	/Charles F. Luce, Jr./		
DATE SIGNED:	04/20/2023		
Total Attachments: 1			
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ASSIGNMENT OF TRADEMARK

This Assignment of Trademark (the "Assignment") is made on the date last signed below by and between LongVu Wholesale, LLC, FKA **CoolVu, LLC**, a Georgia limited liability company with a principal business address of 4939 Lower Roswell Road, Marietta, Georgia 30068 ("Assignor"), and **CoolVu Franchise Concepts, Inc.**, a Georgia corporation with a principal business address of 4939 Lower Roswell Road, Bldg. B, Suite 201, Marietta, Georgia 30068 ("Assignee"), collectively referred to herein as the "Parties".

Recitals

Assignor wishes to assign all its rights, title, and interest in and to the mark "**HOW COOL IS YOUR VU?**" as represented by U.S. Trademark Registration No. **5,843,062** (the "Mark"), together with the goodwill of the business associated therewith, and symbolized by the Mark, to Assignee in accordance with the provisions of this Assignment, and Assignee wishes to accept such assignment.

Agreement

In consideration of the foregoing recitals, the mutual agreements, provisions, and covenants contained herein, and for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor and Assignee agree as follows:

- (a) Assignor hereby transfers, conveys, and assigns the Mark to Assignee. Assignor further transfers, conveys and assigns to Assignee, without any additional consideration, all goodwill associated with the Mark.
- (b) Assignor further hereby agrees that Assignee shall have the right to record this instrument of assignment in the United States Patent and Trademark Office.

In Witness Whereof, the Parties have caused this Assignment to be executed by their duly authorized representatives.

Assignee:
LONGVU WHOLESALE, LLC, FKA COOLVU, LLC

Assignee:
COOLVU FRANCHISE CONCEPTS, INC.

By: DocuSigned by:
Jeff Franson

By: DocuSigned by:
Jeff Franson

Name Printed: Jeff Franson

Name Printed: Jeff Franson

Title: CEO

Title: CEO

Date: 4/10/2023

Date: 4/10/2023