

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM813092

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Business Moves Consulting, Inc. d/b/a Business Moves		05/24/2023	Corporation: MISSISSIPPI
Brandmixer, Inc. d/b/a Thee I Love		05/24/2023	Corporation: MISSISSIPPI
RECEIVING PARTY DATA			
Name:	Jackson State University		
Street Address:	1400 John R. Lynch Street		
Internal Address:	Post Office Box 17239		
City:	Jackson		
State/Country:	MISSISSIPPI		
Postal Code:	39217		
Entity Type:	State University: MISSISSIPPI		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	90577380	THEEILOVE	
Registration Number:	5496751	THEEILOVE	
CORRESPONDENCE DATA			
Fax Number:	2252483109		
<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>			
Email:	jwtrademarks@joneswalker.com		
Correspondent Name:	W. Whitaker Rayner		
Address Line 1:	Jones Walker LLP		
Address Line 2:	190 E Capitol St # 800		
Address Line 4:	Jackson, MISSISSIPPI 39201		
ATTORNEY DOCKET NUMBER:	186055-00		
NAME OF SUBMITTER:	Edward O. Watson		
SIGNATURE:	/edward o. watson/		
DATE SIGNED:	05/25/2023		
Total Attachments: 3			

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TRADEMARK ASSIGNMENT

This Trademark Assignment is entered into as of the 24th day of May, 2023, by and between BUSINESS MOVES CONSULTING, INC. D/B/A BUSINESS MOVES, a Mississippi corporation, and BRANDMIXER, INC. D/B/A THEE I LOVE, a Mississippi corporation ("Assignors") and JACKSON STATE UNIVERSITY, a state university in Jackson, Mississippi ("Assignee").

WHEREAS, Assignors are the owners of the common law trademarks, THEEILOVE and THEE I LOVE as well as the registrations, abandoned applications, and pending applications, as described in Exhibit "1" attached hereto (the "Marks"); and

WHEREAS, in connection with execution of an Agreement of like date and the transfer of certain assets of Assignors to Assignee, the parties desire for Assignors to transfer to Assignee the Marks and all associated good will; and

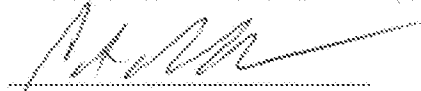
WHEREAS, the parties desire to memorialize this transfer of the Marks and all associated good will.

For and in consideration of the sum of Ten Dollars (\$10.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignors hereby assign to Assignee, all right, title and interest in the Marks, as well as any common law marks identical, or substantially similar, to the Marks, and all good will associated therewith.

This 24 day of May, 2023.

BUSINESS MOVES CONSULTING, INC.

By:


Travis Bradburn, Its Secretary

[Signatures continued on next page]

EXHIBIT "A"

BRANDMIXER, INC.

By: Ernie Bad
Ernie Badner, its Secretary

JACKSON STATE UNIVERSITY

By: Elayne H. Anthony
Elayne H. Anthony, its Acting
President



EXHIBIT "1"
TRADEMARKS

MARK	USPTO SERIAL/REG. NO.	OWNER
THEEILOVE (AND DESIGN)	5,496,751	Business Moves
THEE I LOVE	88,707,020 (Abandoned)	Brandmixer; Business Moves
THEEILOVE	90,577,380 (Pending)	Business Moves