

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM840075

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	07/01/2023		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Direct Holdings Global LLC		09/12/2023	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	StarVista Live LLC		
Street Address:	8280 Willow Oaks Corporate Drive		
City:	Fairfax		
State/Country:	VIRGINIA		
Postal Code:	22031		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	5020449	STARVISTA LIVE	
Registration Number:	5020433	STARVISTA LIVE	
CORRESPONDENCE DATA			
Fax Number:	2123075598		
<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:	212.218.2379		
Email:	wmhoward@venable.com		
Correspondent Name:	Whitney Meier Howard, Esq.		
Address Line 1:	151 West 42nd Street, 49th Fl.		
Address Line 2:	VENABLE, LLP		
Address Line 4:	New York, NEW YORK 10036		
ATTORNEY DOCKET NUMBER:	60218.457636		
NAME OF SUBMITTER:	Whitney Meier Howard		
SIGNATURE:	/Whitney Meier Howard/		
DATE SIGNED:	09/18/2023		
Total Attachments: 3			
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NUNC PRO TUNC TRADEMARK ASSIGNMENT

WHEREAS, Direct Holdings Global LLC (hereinafter “Assignor”), a Delaware Limited Liability Company with an address at 8280 Willow Oaks Corporate Drive, Fairfax, Virginia, 22031, USA, owns all rights, title and interest in and to the trademarks set forth on **Schedule A**, and of the trademark shown in said registration, and of the goodwill of the business symbolized by said mark (collectively, the “*Trademarks*”);

AND WHEREAS, StarVista Live LLC (hereinafter “Assignee”), a Delaware Limited Liability Company with an address at 8280 Willow Oaks Corporate Drive, Fairfax, Virginia, 22031, USA, is desirous of acquiring the entire right, title and interest in and to the Trademarks;

NOW, THEREFORE, for one dollar and other good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby assign, sell and transfer unto the said Assignee the entire right, title and interest in and to the Trademarks, the right of Assignor to conduct business under said trademarks, and the right to sue for past infringements of said trademarks, nunc pro tunc, effective as of July 1, 2023.

Done, this 12 day of September, 2023.


Direct Holdings Global LLC

By: 

Name: Mike Jason

Title: President

**SCHEDULE A
ASSIGNOR TRADEMARKS**

Trademark	Country	Application Serial No.	Filing Date	Reg. No.	Issue Date
	USA	86696171	7/17/2015	5020449	8/16/2016
STARVISTA LIVE	USA	86694782	7/16/2015	5020433	8/16/2016

Title	Trademark Assignment Docs
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Document History



09 / 11 / 2023
22:17:35 UTC

Sent for signature to Mike Jason
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09 / 12 / 2023
13:34:48 UTC

Viewed by Mike Jason (mike.jason@starvistalive.com)
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09 / 12 / 2023
13:36:18 UTC

Signed by Mike Jason (mike.jason@starvistalive.com)
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09 / 12 / 2023
13:36:18 UTC

The document has been completed.