

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM870020

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
J.A. Kirsch Corp.		01/03/2024	Corporation: NEW JERSEY
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	ATALANTA CORPORATION		
<b>Street Address:</b>	One Atalanta Plaza		
<b>City:</b>	Elizabeth		
<b>State/Country:</b>	NEW JERSEY		
<b>Postal Code:</b>	07206		
<b>Entity Type:</b>	Corporation: NEW YORK		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3414670	RUBY	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>			
<b>Phone:</b>	5163172869		
<b>Email:</b>	Larry@stopolcamelo.com		
<b>Correspondent Name:</b>	Larry N. Stopol		
<b>Address Line 1:</b>	180 Marcus Blvd.		
<b>Address Line 4:</b>	HAUPPAUGE, NEW YORK 11788		
<b>NAME OF SUBMITTER:</b>	Larry Stopol		
<b>SIGNATURE:</b>	/Larry Stopol/		
<b>DATE SIGNED:</b>	01/22/2024		
<b>Total Attachments: 2</b>			
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## TRADEMARK AND SERVICE MARK ASSIGNMENT

This TRADEMARK AND SERVICE MARK ASSIGNMENT (the "Assignment") is entered into as of January 3, 2024 by J.A. KIRSCH CORP., a New Jersey corporation ("Assignor") for the benefit of ATALANTA CORPORATION, a New York corporation ("Assignee").

**WHEREAS**, Assignor is the owner of all right, title and interest in and to the Trademark and Service Mark Registrations set forth in **Exhibit A** attached hereto (the "Marks"), as well as all common law rights in and to said Marks and any and all existing and future Trademark and Service Mark Registrations and Applications related to said Marks; and

**WHEREAS**, Assignor and Assignee have entered into that certain Asset Purchase Agreement dated the date hereof (the "Asset Purchase Agreement"); and

**WHEREAS**, pursuant to the provisions of the Asset Purchase Agreement, among other things, Assignor has agreed to assign all rights in and to the Marks to Assignee, and Assignee has agreed to acquire all rights in and to the Marks, including any and all common law rights in and to the Marks, and any and all registrations related thereto.

**NOW, THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor agrees as follows:

1. Assignor hereby assigns to Assignee, all right, title and interest throughout the world, in and to said Marks, together with all of the goodwill of the business symbolized by said Marks and together with the right to recover damages and profits and all other remedies for past and future infringements thereof.
2. Assignor agrees to assist and cooperate with Assignee to secure and enforce the rights granted to Assignee hereunder, including executing documents, and taking further acts required to perfect the chain of title and transfer the rights in and to the Marks to Assignee.

**IN WITNESS WHEREOF**, Assignor has caused this Assignment to be duly executed as of the day and year first above written.

ASSIGNOR:

J.A. KIRSCH CORP.

By: 

Mark Gruenbaum, President

**Exhibit A**

**U.S. Trademark and Service Mark Registrations**

<b>Trademark</b>	<b>Classes</b>	<b>Reg. No.</b>	<b>Reg. Date</b>
RUBY	International Class 029	3414670	April 22, 2008