

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

Assignment ID: TM185056

<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>
Chastity Garner Valentine		01/03/2017	INDIVIDUAL: UNITED STATES
Chunyendu Oputa		01/03/2017	INDIVIDUAL: UNITED STATES
<b>RECEIVING PARTY DATA</b>			
<b>Company Name:</b>	Dia Styling Co.		
<b>Street Address:</b>	800 Commerce Parkway West Drive, Suite D,		
<b>City:</b>	Greenwood		
<b>State/Country:</b>	INDIANA		
<b>Postal Code:</b>	46143		
<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>	5288007	THECURVYCON	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2023187707		
<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>	2024861578		
<b>Email:</b>	tm@potomaclaw.com,jsatterthwaite@potomaclaw.com		
<b>Correspondent Name:</b>	Janet Satterthwaite		
<b>Address Line 1:</b>	1717 Pennsylvania Avenue, NW		
<b>Address Line 2:</b>	Suite 1025		
<b>Address Line 4:</b>	Washington, DISTRICT OF COLUMBIA 20006		
<b>ATTORNEY DOCKET NUMBER:</b>	1494-5		
<b>NAME OF SUBMITTER:</b>	JANET FRANCES SATTERTHWAITE		
<b>SIGNATURE:</b>	JANET FRANCES SATTERTHWAITE		
<b>DATE SIGNED:</b>	03/11/2024		
<b>Total Attachments: 13</b>			
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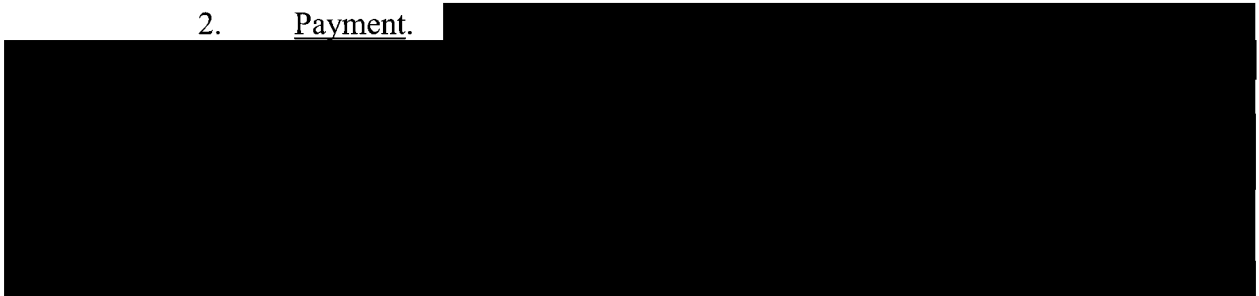
## ASSET ASSIGNMENT AGREEMENT

This Asset Assignment Agreement (the "Agreement") is entered into effective as of January 3, 2017 (the "Effective Date") by and among (i) Dia Styling Co., a Delaware corporation ("Company"), (ii) theCURVYcon, LLC a limited liability corporation organized under the laws of New York ("Assignor"), (iii) Chastity Garner Valentine ("Ms. Valentine"), and (iv) Chunyendu Oputa ("Ms. Oputa") (Ms. Valentine and Ms. Oputa, together, the "Key Employees").

In consideration of the mutual promises and covenants contained herein, and for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties hereby agree as follows:

1. Sale and Assignment. Assignor hereby sells, assigns, transfers and conveys to Company exclusively throughout the world (and free and clear of all encumbrances) all rights, title and interest in and to the Assets (the "Assignment"). The "Assets" shall mean: (i) the subject matter referred to in Exhibit 1, (ii) all precursors, portions and work in progress with respect thereto and all inventions, works of authorship, mask works, technology, information, know-how, materials and tools relating thereto or to the development, production, use, support or maintenance thereof, (iii) all copyrights, patent rights, trade secret rights, trademark rights, domain name rights, mask works rights, *sui generis* database rights, moral rights and other intellectual property rights, and all business, contract rights and goodwill in, incorporated or embodied in, used to develop or produce or use, or relevant to any of the foregoing, and (iv) all rights to sue or bring and recover for, and the right to profits or damages due or accrued, arising out of or in connection with, any and all actions for past, present and future use or violation or infringement of any of the foregoing. Notwithstanding the foregoing, the parties agree that the Assignor is not assigning, transferring or conveying, and the Assets shall not include, any cash, any hardware or other personal or tangible property except to the extent it is specifically identified on Exhibit 1. Notwithstanding anything herein to the contrary (including anything listed in Exhibit 1), for the avoidance of doubt, with respect to any agreements assigned by Assignor to Company pursuant to this Agreement, (a) Company is not assuming (and will not be responsible for) any obligation or liability in connection therewith, except that, after such an agreement is properly assigned, Company will perform all prospective obligations that arise thereafter under such agreement (other than obligations that arise as a result of any action or failure or breach by Assignor prior to effectiveness of such assignment) and (b) Assignor will remain responsible and liable for all obligations that were to have been performed and/or fulfilled through the date of such assignment and for any pre-assignment failure or breach.

2. Payment.



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4.

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IN WITNESS WHEREOF, the parties have executed this Agreement on the Effective Date.

Company

**DIA Styling Co.**

DocuSigned by:  
By: Lydia Gilbert  
Name: Lydia Gilbert

Assignor

**theCURVYcon, LLC**

DocuSigned by:  
By: Chastity Garner Valentine  
Name: Chastity Garner Valentine

Key Employees

DocuSigned by:  
By: Chunyendu Oputa  
Name: Chunyendu Oputa

DocuSigned by:  
By: Chastity Garner Valentine  
Name: Chastity Garner Valentine

## EXHIBIT 1

Any and all technology, know-how, information, rights, intellectual property and assets related to Assignor's theCURVYcon business or activity relating to Assignor's "theCURVYcon" annual conference (the "Business"), including, without limitation:

- The patents and patent applications listed on Schedule A attached hereto and all inventions described therein, as well as all continuations, continuations in part, divisionals, reexaminations, reissues and provisionals, of such patents and patent applications and/or other child patents or patent applications, and all foreign counterparts to such patent or patent applications now existing or that may exist in the future, and any patents issuing with respect to any of the foregoing.
- The name and trademark "theCURVYcon" the internet domain "theCURVYcon.com" and the relevant registry entity ("Registry") registration thereto and any and all related or similar domain names, trade names, trademarks, service marks, and other related rights, along with all associated applications, registrations and goodwill (collectively, the "Domain Name"), as well as (a) websites associated with any portion of the Domain Name and all past and current works of authorship (and other content) that has been on such websites and (b) all software and code (in source, executable and other forms) associated with any of the aforementioned websites, content and/or Domain Names.
- All software code and tools related to the Business, and all existing documentation for such software code and tools and any other know-how, trade secrets, information and materials that would be necessary or useful for Company to fully understand, maintain, improve, modify, enhance, commercialize and otherwise exploit the such software code and tools, including without limitation system architecture, component design, limitations/bugs, installation instructions, etc.
- The Business's production website and all data related to the Business.
- All data and information related to any actual or potential customer or sponsor.
- All rights in and licenses to all staging and development environments related to the Business.
- Twitter, Facebook, Instagram and other social media accounts (logins/passwords) along with associated fans/followers as related to the Business.
- Account credentials for all third party services used in the Business including:
  - Blog platform logins for any blogs created and operated for or in connection with the Business and any domain names associated with these blogs
  - Google Webmaster Tools, Google Analytics, Google Adwords accounts
  - Google Analytics

- Formstack access and data.
- Eventbrite access and data.
  
- All rights and licenses under the agreements listed on Schedule B attached hereto (collectively, the “Assigned Agreements”).
- Customer and sponsor lists and any other information regarding customers and sponsors (both actual and prospective), including contact information as listed on Schedule B attached hereto.
- All digitally-generated assets related to the Business, including but not limited, to audiovisual works, photographs, pictures, video, and audio.

**Schedule A**

**Patents and Patent Applications**

None.

**Schedule B**

**Agreements<sup>1</sup>**

- Social Media Manager (Maya Laboo). She is an independent contractor who assists in the

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<sup>3</sup> Assignor to complete list.