

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

Assignment ID: TMI111094

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
X-Back Bracing Services, Inc.		02/27/2024	Corporation: PENNSYLVANIA
RECEIVING PARTY DATA			
Company Name:	Ideavillage Products Corp.		
Street Address:	155 Route 46 West		
City:	Wayne		
State/Country:	NEW JERSEY		
Postal Code:	07470		
Entity Type:	Corporation: NEW JERSEY		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3441657	X-BACK	
Registration Number:	3567407		
CORRESPONDENCE DATA			
Fax Number:			
<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)292-5390		
Email:	mail@ipcounselors.com		
Correspondent Name:	Annmary Ittan		
Address Line 1:	60 East 42nd Street		
Address Line 2:	Suite 1250		
Address Line 4:	New York, NEW YORK 10165		
NAME OF SUBMITTER:	KAIXAN MCDONALD		
SIGNATURE:	KAIXAN MCDONALD		
DATE SIGNED:	03/21/2024		
Total Attachments: 1			
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UNITED STATES TRADEMARK DEED OF ASSIGNMENT

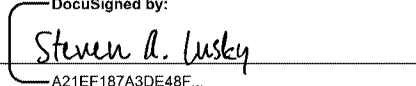
This Trademark Deed of Assignment, effective as of February 27, 2024 (hereinafter, “**Effective Date**”), is between X-Back Bracing Services, Inc., a Pennsylvania corporation with an address of 321 N. Furnace Street, Suite 30, Birdsboro, Pennsylvania 19508 (hereinafter, “**Assignor**”) and Ideavillage Products Corp., a New Jersey corporation with an address of 155 Route 46 West, Wayne, NJ 07470 (hereinafter, “**Assignee**”).

WHEREAS, Assignor is the owner of the trademark X-BACK and X design (“hereinafter, the “**Mark**”), the federal registration thereof, U.S. Reg. Nos. 3441657 and 3567407, and the goodwill of the business symbolized thereby;

WHEREAS, Assignee is desirous of acquiring all rights, title, and interest in and to the Mark, the federal registration thereof, U.S. Reg. Nos. 3441657 and 3567407, the goodwill of the business symbolized thereby, and the right to all claims against third parties for damage and compensation relating to or arising from the use and registration of the Mark and/or the federal registration thereof, U.S. Reg. Nos. 3441657 and 3567407, with the right to sue for and collect the same;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby transfer, convey, and assign unto Assignee, and Assignee hereby accepts, all rights, title, and interest in and to the Mark, the federal registration thereof, U.S. Reg. No. 3441657, the goodwill of the business symbolized thereby, and the right to all claims against third parties for damage and compensation relating to or arising from the use and registration of the Mark and/or the federal registration thereof, U.S. Reg. Nos. 3441657 and 3567407, with the right to sue for and collect the same;

ASSIGNOR further agrees to execute any other or further documents which may be reasonably necessary for the protection or perfection of any right, title, or interest herein acquired by Assignee.

Signature:  A21EF187A3DE48F...

Name: Steven A. Lusky

Title: President

Date: 27-Feb-2024