

## PATENT ASSIGNMENT COVER SHEET

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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT	
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT	
<b>CONVEYING PARTY DATA</b>		
	<b>Name</b>	<b>Execution Date</b>
	MOSHE FRIEDMAN	12/02/2019
<b>RECEIVING PARTY DATA</b>		
<b>Name:</b>	SG TRADEMARK HOLDING CO LLC	
<b>Street Address:</b>	5421 NEW UTRECHT AVENUE	
<b>City:</b>	BROOKLYN	
<b>State/Country:</b>	NEW YORK	
<b>Postal Code:</b>	11219	
<b>PROPERTY NUMBERS Total: 1</b>		
<b>Property Type</b>	<b>Number</b>	
<b>Application Number:</b>	29682749	
<b>CORRESPONDENCE DATA</b>		
<b>Fax Number:</b>		
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<b>ATTORNEY DOCKET NUMBER:</b>	29/682,749 TR	
<b>NAME OF SUBMITTER:</b>	SUSAN FORMICOLA	
<b>SIGNATURE:</b>	/susanformicola/	
<b>DATE SIGNED:</b>	07/07/2021	
<b>Total Attachments: 2</b>		
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source=Moshe_to_SG_Trademark_12-2-19#page2.tif		

## **ASSIGNMENT OF INVENTION**

WHEREAS, Moshe Friedman an individual having an address at 1651 55<sup>th</sup> Street, Brooklyn, New York 11204 ("ASSIGNOR") is an owner of record of 50% of the right, title, and interest in and to U.S. Appl. No. 29/682,749 titled Cordless Massager ("the '749 Application");

WHEREAS, ASSIGNOR desires to assign its interest in and to the '749 Application to SG Trademark Holding Co LLC, a New York limited liability company having an address of 5421 New Utrecht Ave., Brooklyn, New York 11219;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is acknowledge by the Parties, ASSIGNOR hereby sells, assigns and transfers to ASSIGNEE and the successors, assigns, and legal representatives of the ASSIGNEE, the entire right, title, and interest for the United States and its territorial possessions, and in all foreign countries and regions, including all rights to claim priority, in and to the invention entitled:

### **CORDLESS MASSAGER**

and which is found in U.S. Patent Application No. 29/682,749, filed on March 7, 2019, and any legal equivalent thereof in any foreign country or region, including the right to claim priority, including any and all improvements disclosed therein, and in and to all Letters Patent to be obtained for said invention by the above application, or any continuation, continuation-in-part, divisional, renewal, or substitute thereof, and, as to Letters Patent, any reissue or reexamination or other post issuance proceedings thereof.

ASSIGNOR hereby covenants that no assignment, sale, agreement, or encumbrance has been, or will be, made or entered into which would conflict with this Assignment.

ASSIGNOR authorizes ASSIGNEE to make applications for, and to receive, Letters Patent for said invention in any of said countries or regions, in ASSIGNEE'S name, or in ASSIGNOR'S name, at ASSIGNEE'S election.

ASSIGNOR covenants and agrees to execute or procure any further necessary assurance of the title to said invention, and any Letters Patent which may issue therefore, and to, at any time, upon the request and at the expense of ASSIGNEE, deliver any testimony in any interference, derivation proceeding, litigation, or proceeding related thereto, and to execute all papers that may be necessary or desirable to perfect the title to said invention, or any Letters Patent which may be granted therefore in ASSIGNEE, its successors, assigns, or other legal representatives, and to, at any time, upon the request and at the expense of ASSIGNEE, execute any continuation, continuation-in-part, divisional, renewal, or substitute thereof, and, as to Letters Patent, any reissue or reexamination or other post issuance proceedings thereof, or any other additional applications for Letters Patent for said invention or any part thereof, in any of said countries or regions, all of which applications and any Letters Patent issuing thereon are hereby assigned to ASSIGNEE, will make all rightful oaths or declarations, and do all lawful acts requisite for procuring the same therein, without further compensation, but at the expense of ASSIGNEE, its successors, assigns, or other legal representatives.

ASSIGNOR authorizes and requests the Commissioner of Patents to issue any and all Letters Patent of the United States of America for said invention, resulting from the aforesaid application, to ASSIGNEE.

WITNESS my hand and seal on:



Assignor

12/02/2019

Date

Moshe Friedman, Member  
SG Trademark Holding Co LLC