

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
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ETAS ID: TM840084

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 Americas Inc.		09/12/2023	Corporation: 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: 1			
Property Type	Number	Word Mark	
Registration Number:	4095534	MALT SHOP MEMORIES	
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:	60218.445071		
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 Americas Inc. (hereinafter “Assignor”), a Delaware Corporation with an address at 8280 Willow Oaks Corporate Drive, Fairfax, Virginia, 22031, USA, owns all rights, title and interest in and to the trademark 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 “*Trademark*”);

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 Trademark;

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 Trademark, the right of Assignor to conduct business under said trademark, and the right to sue for past infringements of said trademark, nunc pro tunc, effective as of July 1, 2023.

Done, this 12 day of Sept., 2023.

Direct Holdings Americas Inc.

By: 

Name: Mike Jason

Title: President

**SCHEDULE A
ASSIGNOR TRADEMARK**

Trademark	Country	Application Serial No.	Filing Date	Reg. No.	Issue Date
MALT SHOP MEMORIES	USA	85222923	1/21/2011	4095534	2/7/2012

Title	Trademark Assignment Docs
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Document History



09 / 11 / 2023
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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.