

## TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Healthy Concepts, LLC		12/29/2011	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	LOA Franchise Holdings, LLC		
Street Address:	17780 Collins Avenue		
Internal Address:	2nd Floor		
City:	Sunny Isles Beach		
State/Country:	FLORIDA		
Postal Code:	33160		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 17			
Property Type	Number	Word Mark	
Registration Number:	4050306	HCOA FITNESS PURE ENERGY. PURE LIFE.	
Serial Number:	85084342	HCOA FITNESS PURA ENERGIA. PURA VIDA.	
Serial Number:	85084349	HCOA FITNESS	
Serial Number:	85084347	HCOA FITNESS	
Serial Number:	85084346	HCOA FITNESS PURE ENERGY. PURE LIFE.	
Serial Number:	85084335	HCOA FITNESS PURA ENERGIA. PURA VIDA.	
Registration Number:	3629070	AB CRUNCH CHALLENGE	
Registration Number:	3553388	FITTEEN FITNESS FOR TEENS	
Registration Number:	3483900	YOUR LIFE. YOUR WAY.	
Registration Number:	3350958	LOA FITNESS FOR WOMEN	
Registration Number:	3350957	LOA FITNESS FOR WOMEN	
Registration Number:	3316193	THE FAST TRACK TO FEELING GREAT	
Registration Number:	3686478	LOA FITNESSFORWOMEN	

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Registration Number:	3686477	LOA FITNESSFORWOMEN
Registration Number:	3534627	LADIES WORKOUT EXPRESS
Registration Number:	2282551	HEALTH CLUBS OF AMERICA
Registration Number:	1722652	LADY OF AMERICA

**CORRESPONDENCE DATA**

Fax Number: (202)955-5564  
Phone: 202 663-7271  
Email: thomas.brooke@hklaw.com, ptcketing@hklaw.com  
*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.*  
Correspondent Name: Thomas W. Brooke  
Address Line 1: 2099 Pennsylvania Avenue, NW  
Address Line 2: Suite 100  
Address Line 4: Washington, DISTRICT OF COLUMBIA 20006

ATTORNEY DOCKET NUMBER:	128889/1
NAME OF SUBMITTER:	Thomas W. Brooke
Signature:	/Thomas W. Brooke/
Date:	12/29/2011

Total Attachments: 2  
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## TRADEMARK ASSIGNMENT AGREEMENT

This Trademark Assignment Agreement is made effective as of the date set forth below by and between Healthy Concepts, LLC, a Delaware limited liability company, located at 17780 Collins Avenue, 2<sup>nd</sup> Floor, Sunny Isles Beach, Florida 33160 (hereinafter "Assignor") and LOA Franchise Holding, LLC, a Delaware limited liability company located at 17780 Collins Avenue, 2<sup>nd</sup> Floor, Sunny Isles Beach, Florida 33160 (hereinafter "Assignee").

**WHEREAS**, Assignor is the owner of all marks and corresponding applications and registrations of (along with the good will they represent and all business associated with) the marks listed on the attached Schedule A; and

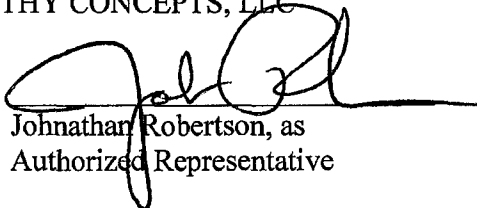
**WHEREAS**, Assignee desires to acquire, and receive an assignment of, all marks and corresponding applications and registrations of (along with the good will they represent and all business associated with) the marks listed on the attached Schedule A.

**NOW, THEREFORE**, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns, grants, transfers and otherwise conveys to Assignee, its successors and assigns, as of the effective date of this assignment, its entire right, title and interest in and to the marks and corresponding applications and registrations, along with the good will they represent and all business associated with the marks, and the right to sue for past infringements thereof.

Assignor:

HEALTHY CONCEPTS, LLC

By:

  
Johnathan Robertson, as  
Authorized Representative

Date: December 29, 2011

Schedule A

Reg. Number	Word Mark	
85084344	4050306	HCOA FITNESS PURE ENERGY. PURE LIFE.
85084342		HCOA FITNESS PURA ENERGIA. PURA VIDA.
85084349		HCOA FITNESS
85084347		HCOA FITNESS
85084346		HCOA FITNESS PURE ENERGY. PURE LIFE.
85084335		HCOA FITNESS PURA ENERGIA. PURA VIDA.
77524014	3629070	AB CRUNCH CHALLENGE
77459819	3553388	FITTEEN FITNESS FOR TEENS
77329082	3483900	YOUR LIFE. YOUR WAY.
77078091	3350958	LOA FITNESS FOR WOMEN
77078076	3350957	LOA FITNESS FOR WOMEN
77078040	3316193	THE FAST TRACK TO FEELING GREAT
77078019	3686478	LOA FITNESSFORWOMEN
77077990	3686477	LOA FITNESSFORWOMEN
77077982	3534627	LADIES WORKOUT EXPRESS
75359739	2282551	HEALTH CLUBS OF AMERICA
74235229	1722652	LADY OF AMERICA