

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
Fitness IQ, LLC		03/14/2012	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Johann B. Verheem		
Street Address:	3315 Lilac Summit		
City:	Encinitas		
State/Country:	CALIFORNIA		
Postal Code:	92024		
Entity Type:	INDIVIDUAL: UNITED STATES		
PROPERTY NUMBERS Total: 9			
Property Type	Number	Word Mark	
Serial Number:	77396099	SHAKE WEIGHT	
Serial Number:	77805192	SHAKE WEIGHT	
Serial Number:	77811191	SHAKE WEIGHT	
Serial Number:	77902783	SHAKE	
Serial Number:	77980964	SHAKE	
Serial Number:	77902804	SHAKE FITNESS	
Serial Number:	85114973		
Serial Number:	78867398	TOTAL CORE	
Serial Number:	85046621	ROCK-CORE	
CORRESPONDENCE DATA			
Fax Number:	(619)696-7124		
Email:	ipdocket@gordonrees.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			

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Correspondent Name: LAURIE A. AXFORD
Address Line 1: 101 West Broadway, Suite 1600
Address Line 4: San Diego, CALIFORNIA 92101

ATTORNEY DOCKET NUMBER: FIQ-1075217

NAME OF SUBMITTER: Brian S. Sun

Signature: /Brian S. Sun/

Date: 03/15/2012

Total Attachments: 5
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TRADEMARK ASSIGNMENT

WHEREAS, Fitness IQ, LLC ("Assignor"), a Delaware limited liability company whose business address is 2387 La Mirada Drive, Vista, California 92081, is the current assignee of the trademarks ("Marks") listed in Schedule "A" attached hereto;

WHEREAS, Johann B. Verheem ("Assignee"), a citizen of the United States, whose personal address is 3315 Lilac Summit, Encinitas, California 92024, is the sole inventor and creator of the Shake Weight and Total Core exercise devices including all derivatives and variants thereof (collectively, "Products"), and the sole true and beneficial owner of the Products' intellectual property, including without limitation patents (other than those issued pursuant to patent applications filed in Taiwan before March 9, 2012), design rights, trademarks, copyrights, trade dress, and applications therefor;


WHEREAS, Assignee entered into a Membership Interest Purchase Agreement ("Agreement"), dated as of March 9, 2012, with Michael Lin ("Lin") whereby Verheem transferred his membership interest in Assignor to GL Group, a California corporation controlled by Lin and defined as a Lin Affiliate in said Agreement, said transfer thus giving Lin effective 100% membership interest in and control of Assignor;

WHEREAS, pursuant to certain provisions in the Agreement, Lin, binding both himself and his Affiliates including without limitation Assignor and GL Group, quitclaimed, assigned, and transferred all intellectual property (except Taiwan) and other rights Lin, Assignor, GL Group, and other Lin Affiliates, or any of them, may have had in and to the Products, known or unknown, whether such intellectual property was or is held by Verheem, Lin or third parties, including without limitation the Marks listed in Schedule "A," and agreed further to execute all assignments and recording documents that Verheem, in his sole discretion, deems reasonably necessary or advisable to facilitate such transfer and assignment; and

WHEREAS, Assignor agrees that the trademark applications listed in Schedule A were filed in the name of Fitness IQ in error, and that the underlying trademark rights were at the time the Agreement was entered into and still are owned by Assignee;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign unto Assignee all right, title and interest in and to said Marks, together with the goodwill of the business symbolized by the Mark, and the applications and registrations therefor.


Fitness IQ, LLC

By: 
Name: John Gibbs
Title: President
Dated: March 14, 2012

SCHEDULE A

Mark	Country	Serial No.	Reg. No.	Goods/Services Description
SHAKE WEIGHT (Word Mark)	US	77/396,099	3,702,459	"Manually-operated exercise equipment," in Class 28.
SHAKE WEIGHT (Word Mark)	INT	A0016799	1010726	"Manually-operated exercise equipment," in Class 28.
SHAKE WEIGHT (Word Mark)	AR	2,935,487	2,368,938	"Manually-operated exercise equipment," in Class 28.
SHAKE WEIGHT (Word Mark)	AU	1321248	1010726	"Manually-operated exercise equipment," in Class 28.
SHAKE WEIGHT (Word Mark)	BR	830373144		"Manually-operated exercise equipment," in Class 28.
SHAKE WEIGHT (Word Mark)	CA	1448376	TMA783642	"Manually-operated exercise equipment," in Class 28.
SHAKE WEIGHT (Word Mark)	CL	971,728		"Manually-operated exercise equipment," in Class 28.
SHAKE WEIGHT (Word Mark)	CN	1010726	1010726	"Manually-operated exercise equipment," in Class 28.
SHAKE WEIGHT (Word Mark)	EM	1010726	1010726	"Manually-operated exercise equipment," in Class 28.
SHAKE WEIGHT (Word Mark)	HK	301702719		"Manually-operated exercise equipment," in Class 28.
SHAKE WEIGHT (Word Mark)	IN	01851451	961881	"Manually-operated exercise equipment," in Class 28.
SHAKE WEIGHT (Word Mark)	JP	1010726	1010726	"Manually-operated exercise equipment," in Class 28.
SHAKE WEIGHT (Word Mark)	KR	1010726	1010726	"Manually-operated exercise equipment," in Class 28.
SHAKE WEIGHT (Word Mark)	MX	1,071,487	1,192,289	"Manually-operated exercise equipment," in Class 28.
SHAKE WEIGHT (Word Mark)	NZ	810822	810822	"Manually-operated exercise equipment," in Class 28.

Mark	Country	Serial No.	Reg. No.	Goods/Services Description
SHAKE WEIGHT (Word Mark)	RU	1010726	1010726	"Manually-operated exercise equipment," in Class 28.
SHAKE WEIGHT (Word Mark)	SG	1012763F		"Manually-operated exercise equipment," in Class 28.
SHAKE WEIGHT (Word Mark)	TH	761686		"Manually-operated exercise equipment," in Class 28.
SHAKE WEIGHT (Word Mark)	TR	2010/63896	2010/63896	"Manually-operated exercise equipment," in Class 28.
SHAKE WEIGHT (Word Mark)	ZA	2009/15251	2009/15251	"Manually-operated exercise equipment," in Class 28.
SHAKE WEIGHT (Design Mark)	US	77/805,192	3,767,175	"Manually-operated exercise equipment," in Class 28.
SHAKE WEIGHT (Design Mark)	US	77/811,191	3,826,364	"Series of pre-recorded videocassettes and DVDs featuring exercise instructions," in Class 9.
SHAKE (Word Mark)	US	77/902,783		"Clothing, namely, shirts, pants, dresses, jackets, jumpers, pajamas, coats, sweaters, T-shirts, polo shirts, trousers, suits, scarves, ties, socks, swimwear, skirts, pullovers, blouses, underwear," in Class 25.
SHAKE (Word Mark)	US	77/980,964	3,924,168	"Series of pre-recorded videocassettes and DVDs featuring exercise instructions," in Class 9; "Manually-operated exercise equipment," in Class 28.
SHAKE (Word Mark)	INT	A0020192	1 042 059	"Manually-operated exercise equipment," in Class 28.
SHAKE (Word Mark)	AR	3009321	2.440.933	"Manually-operated exercise equipment," in Class 28.
SHAKE (Word Mark)	BR	Not yet assigned		"Manually-operated exercise equipment," in Class 28.
SHAKE (Word Mark)	CA	1485530		"Manually-operated exercise equipment," in Class 28.
SHAKE (Word Mark)	CN	1042059	1042059	"Manually-operated exercise equipment," in Class 28.
SHAKE (Word Mark)	EM	1042059	1042059	"Manually-operated exercise equipment," in Class 28.
SHAKE (Word Mark)	HK	301702728		"Manually-operated exercise equipment," in Class 28.

Mark	Country	Serial No.	Reg. No.	Goods/Services Description
SHAKE (Word Mark)	IN	1979482		"Manually-operated exercise equipment," in Class 28.
SHAKE (Word Mark)	NZ	855595	825595	"Manually-operated exercise equipment," in Class 28.
SHAKE (Word Mark)	RU	1042059	1042059	"Manually-operated exercise equipment," in Class 28.
SHAKE (Word Mark)	TH	771380		"Manually-operated exercise equipment," in Class 28.
SHAKE (Word Mark)	ZA	2010/12622		"Manually-operated exercise equipment," in Class 28.
SHAKE FITNESS (Word Mark)	US	77/902,804		"Pre-recorded digital video disks featuring information on exercise and nutrition," in Class 9; "Manually-operated exercise equipment," in Class 28.
 (Trade Dress)	US	85/114,973		"Manually-operated exercise equipment," in Class 28.
TOTAL CORE (Word Mark)	US	78/867,398	3581776	"Series of pre-recorded videocassettes and DVD's featuring exercise instructions," in Class 9; "Manually operated exercise equipment," in Class 28.
TOTAL CORE (Word Mark)	INT	A0016660	1010708	"Series of pre-recorded videocassettes and DVD's featuring exercise instructions," in Class 9; "Manually operated exercise equipment," in Class 28.
TOTAL CORE (Word Mark)	AU	1010708 / 1321243	1010708 / 1321243	"Series of pre-recorded videocassettes and DVD's featuring exercise instructions," in Class 9; "Manually operated exercise equipment," in Class 28.
TOTAL CORE (Word Mark)	CA	1448375	TMA781591	"Series of pre-recorded videocassettes and DVD's featuring exercise instructions," in Class 9; "Manually operated exercise equipment," in Class 28.
TOTAL CORE (Word Mark)	CL	970,700		"Manually operated exercise equipment," in Class 28.

Mark	Country	Serial No.	Reg. No.	Goods/Services Description
TOTAL CORE (Word Mark)	CN	1010708		"Manually operated exercise equipment," in Class 28.
TOTAL CORE (Word Mark)	EM	1010708	1010708	"Series of pre-recorded videocassettes and DVD's featuring exercise instructions," in Class 9; "Manually operated exercise equipment," in Class 28.
TOTAL CORE (Word Mark)	JP	1010708	1010708	"Series of pre-recorded videocassettes and DVD's featuring exercise instructions," in Class 9; "Manually operated exercise equipment," in Class 28.
TOTAL CORE (Word Mark)	KR	1010708	1010708	"Series of pre-recorded videocassettes and DVD's featuring exercise instructions," in Class 9; "Manually operated exercise equipment," in Class 28.
TOTAL CORE (Word Mark)	MX	1,130,273		"Manually operated exercise equipment," in Class 28.
ROCK- CORE (Word Mark)	US	85/046,621		"Manually operated exercise equipment," in Class 28.