

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																											
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CORRESPONDENCE DATA																											
Fax Number: 8015660750 <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i> Phone: 801-566-6633 Email: andrea.phillips@tnw.com Correspondent Name: Erik S. Ericksen Address Line 1: 8180 S. 700 E., Suite 350 Address Line 4: Sandy, UTAH 84070																											
ATTORNEY DOCKET NUMBER:	3172-018.TM																										
NAME OF SUBMITTER:	Erik S. Ericksen																										
Signature:	/eriksericksen/																										
Date:	07/10/2012																										
Total Attachments: 2 source=Assignment#page1.tif source=Assignment#page2.tif																											

OP \$40.00 78447579

WHEN RECORDED RETURN TO:  
Erik S. Erickson, M.S.  
THORPE NORTH & WESTERN, LLP  
P.O. BOX 1219  
SANDY, UTAH 84091-1219

ATTORNEY DOCKET NO. 3172-018.TM

## ASSIGNMENT

WHEREAS, Achiever USA Corporation, (hereinafter referred to as "ASSIGNOR"), a corporation duly organized and existing under the laws of the State of Nevada, having a principal business office at, 2555 South 900 West, Salt Lake City, Utah 84119, is the owner of all right, title, and interest in and to the trademark **DIGITAL LIFE** (hereinafter referred to as the "Mark") which is filed with the U.S. Patent and Trademark Office under Serial No. 78/447,579, having a filing date of July 8, 2004 (hereinafter referred to as the "application"); and

WHEREAS, Simple Products Corporation, (hereinafter referred to as "ASSIGNEE"), a corporation duly organized and existing under the laws of the State of Utah, having a principal business office at, 138 East 12300 South Suite C-165, Draper, Utah 84020, is desirous of acquiring all right, title and interest in and to the Mark held by ASSIGNOR, and the above-identified application;

NOW, THEREFORE, in consideration of one dollar (\$1.00) and other good and valuable consideration paid to the ASSIGNOR by the ASSIGNEE, the receipt and sufficiency of which is hereby acknowledged, THE ASSIGNOR HEREBY ASSIGNS TO THE ASSIGNEE any and all right, title and interest which it may hold in and to the Mark, the above-identified application, and any registrations issuing therefrom, together with the goodwill of the business symbolized by and associated with the Mark.

The ASSIGNOR hereby authorizes and requests the United States Commissioner of Patents and Trademarks to issue any and all certificates of registration of the Mark to the ASSIGNEE as the

owner of the entire interest of said Mark, for the sole use and benefit of the said ASSIGNEE, its successors, assigns and legal representatives.

This Assignment and Agreement shall be binding upon any and all successors of the ASSIGNOR.

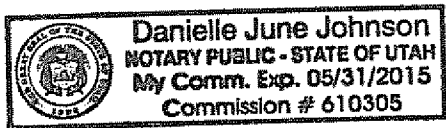
EFFECTIVE as of this 25 day of June, 2012.



By: Brian Christensen  
Title: President

STATE OF UTAH    )  
                              : SS  
County of Salt Lake

Before me personally appeared Brian Christensen and duly acknowledged the foregoing instrument to be his free act and deed this 10 day of July, 2012.



Danielle June Johnson  
Notary Public