

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	10/22/2012

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Timothy Ferriss		12/28/2012	INDIVIDUAL: UNITED STATES

RECEIVING PARTY DATA

Name:	Krisa Performance, LLC
Street Address:	60 29th Street, No. 415
City:	San Francisco
State/Country:	CALIFORNIA
Postal Code:	94110
Entity Type:	LIMITED LIABILITY COMPANY: CALIFORNIA

PROPERTY NUMBERS Total: 23

Property Type	Number	Word Mark
Serial Number:	85511871	PAGG
Serial Number:	85727036	SLOW-CARB DIET BREAKFAST
Serial Number:	85727081	SLOW-CARB DIET DINNER
Serial Number:	85727152	SLOW-CARB DIET DISHES
Serial Number:	85727174	SLOW-CARB DIET FOOD
Serial Number:	85727046	SLOW-CARB DIET LUNCH
Serial Number:	85727112	SLOW-CARB DIET MEALS
Serial Number:	85727123	SLOW-CARB DIET MENU
Serial Number:	85522883	THE 4-HOUR
Serial Number:	85390737	THE 4-HOUR CHEF
Serial Number:	85390750	THE 4-HOUR COOK
Serial Number:	85725215	OPENING THE KIMONO
Serial Number:	85725209	OTK

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Serial Number:	85511858	PAGG
Serial Number:	85522886	THE 4-HOUR
Serial Number:	85976328	THE 4-HOUR
Serial Number:	77355109	THE 4-HOUR BODY
Serial Number:	77380134	THE 4-HOUR WORKWEEK
Serial Number:	77380658	THE 4-HOUR WORKWEEK
Serial Number:	85090810	THE SLOW-CARB DIET
Serial Number:	85975258	THE SLOW-CARB DIET
Serial Number:	85166136	TIM FERRISS
Serial Number:	85166159	TIMOTHY FERRISS

CORRESPONDENCE DATA

Fax Number: 2062609134
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.
Phone: 206-903-8839
Email: ipdocket-se@dorsey.com
Correspondent Name: Patchen Haggerty, Dorsey & Whitney LLP
Address Line 1: 701 Fifth Ave., Suite 6100
Address Line 4: Seattle, WASHINGTON 98104

ATTORNEY DOCKET NUMBER:	488658-1
NAME OF SUBMITTER:	Patchen M. Haggerty
Signature:	/Patchen M. Haggerty/
Date:	04/16/2013

Total Attachments: 15
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ASSIGNMENT OF TRADEMARKS

This Assignment Agreement (the “Assignment”) is made by and between Timothy Ferriss, an individual citizen of the state of California (“Assignor”), and Krisa Performance, LLC, a California limited liability company with a principal place of business at 60 29th Street, No. 415, San Francisco, CA 94110 (“Assignee”).

WHEREAS, Assignor has intended to use or has actually used in commerce the marks identified on Exhibit A (the “Marks”); and

WHEREAS, Assignee is desirous of acquiring all of Assignor’s rights in the Marks worldwide and any applications and registrations therefor, including the applications and registrations identified on Exhibit A; and

WHEREAS, Assignor has the intent to use in commerce the Marks identified on Exhibit A under the heading “Intent to Use Trademark Applications,” and has been using the Marks in association with preparations to do business, and has filed the Intent to Use Trademark Applications indicating that intention, but has not yet filed allegations of use under §§ 1(c) or 1(d) of the Lanham Act for those Marks; and

WHEREAS, Assignor is assigning the Marks identified in the Intent to Use Trademark Applications as part an assignment of the entire business or portion thereof to which the Marks pertain as required by § 10 of the Lanham Act; and

WHEREAS, Assignee, the successor of the entire portion of the business to which the Marks pertain, is desirous of acquiring said Marks and the Intent to Use Trademark Applications and subsequent registrations therefor; and

WHEREAS, Assignee intends to continue the business of Assignor.

NOW, THEREFORE, for good and valuable consideration received by Assignor from Assignee, the receipt and sufficiency of which is hereby acknowledged, the parties agree as follows:

Assignment of Marks. Assignor hereby sells, assigns, transfers, and conveys to Assignee all rights, title, and interest in and to the Marks worldwide, and any applications and registrations therefor, including each and every registration that is granted on any application that is a division, substitution, or continuation of such Marks, and in and to each and every reissue or extension of the Marks, and including the applications identified on the attached Exhibit A, together with that part of the good will of the business associated with the use of and symbolized by the Marks, to be held and enjoyed by Assignee as fully and entirely as said interest could have been held and enjoyed by Assignor if this sale, assignment, and transfer had not been made, *Nunc Pro Tunc* effective as of October 22, 2012. Each Mark is being assigned as part of a transfer of the

entire business or portion thereof to which the Marks pertain as required by § 10 of the Lanham Act. Assignor hereby authorizes the appropriate empowered officials at the United States Patent and Trademark Office, the Canadian Intellectual Property Office and the World Intellectual Property Organization to transfer all applications and registrations for the Marks to Assignee as assignee of the entire right, title and interest therein or otherwise as Assignee may direct *Nunc Pro Tunc* effective as of October 22, 2012, in accordance with this instrument of assignment.

Assignment of Cause of Action. Assignor further sells, assigns, transfers, and conveys to Assignee the entire right, title, and interest in and to any and all causes of action and rights of recovery for past infringement of the Marks.

Cooperation. Assignor hereby covenants and agrees to cooperate with Assignee so that Assignee may enjoy to the fullest extent the rights, title, and interest herein conveyed. Such cooperation shall include prompt execution of all papers which are deemed necessary or desirable by Assignee to perfect in it the rights, title, and interest herein conveyed.

Survival. The terms, covenants, and provisions of this Assignment shall inure to the benefit of Assignee, its successors, assigns, and/or legal representatives, and shall be binding upon Assignor, its successors, assigns, and/or other legal representatives.

Counterparts; Electronic Signature. This Assignment may be signed in counterparts, which together shall constitute one agreement. If this Assignment is signed in counterparts, no party shall be bound until both parties have duly executed, or caused to be duly executed, a counterpart of this Assignment. This Agreement may be executed by facsimile or by electronic signature.

[Remainder of page left intentionally blank; signature page follows]

IN WITNESS WHEREOF, the parties have caused this Assignment to be executed and such Assignment is effective as of the date first above written.

Executed as of this 28 day of December, 2012.

TIMOTHY FERRISS (Assignor)

Signed: 

KRISA PERFORMANCE, LLC
(Assignee)

By: 

Name: Timothy Ferriss

Title: Director

EXHIBIT A

Intent to Use Trademark Applications

TRADEMARK K	COUNTRY	APPLICATI ON NO	FILING DATE	FILING BASIS	GOODS / SERVICES
PAGG	United States of America	85/511,871	9-Jan-12	Intent-to- Use	Class 5: Vitamin and mineral supplements

SLOW-CARB DIET BREAKFAST	United States of America	85/727,036	12-Sep-12	Intent-to-Use	Class 16: Printed menus Class 29: Frozen, packaged or prepared entrees and meals; energy boosting bars; meal replacement bars; energy boosting shakes; meal replacement shakes; snack bars; snack foods; dried fruit and vegetables; salads Class 43: Restaurant and cafe services
SLOW-CARB DIET DINNER	United States of America	85/727,081	12-Sep-12	Intent-to-Use	Class 16: Printed menus Class 29: Frozen, packaged or prepared entrees and meals; energy boosting bars; meal replacement bars; energy boosting shakes; meal replacement shakes; snack bars; snack foods; dried fruit and vegetables; salads Class 43: Restaurant and cafe services
SLOW-CARB DIET DISHES	United States of America	85/727,152	12-Sep-12	Intent-to-Use	Class 16: Printed menus Class 29: Frozen, packaged or prepared entrees and meals; energy boosting bars; meal replacement bars; energy boosting shakes; meal replacement shakes; snack bars; snack foods; dried fruit and vegetables; salads Class 43: Restaurant and cafe services

SLOW-CARB DIET FOOD	United States of America	85/727,174	12-Sep-12	Intent-to-Use	Class 16: Printed menus Class 29: Frozen, packaged or prepared entrees and meals; energy boosting bars; meal replacement bars; energy boosting shakes; meal replacement shakes; snack bars; snack foods; dried fruit and vegetables; salads Class 43: Restaurant and cafe services
SLOW-CARB DIET LUNCH	United States of America	85/727,046	12-Sep-12	Intent-to-Use	Class 16: Printed menus Class 29: Frozen, packaged or prepared entrees and meals; energy boosting bars; meal replacement bars; energy boosting shakes; meal replacement shakes; snack bars; snack foods; dried fruit and vegetables; salads Class 43: Restaurant and cafe services
SLOW-CARB DIET MEALS	United States of America	85/727,112	12-Sep-12	Intent-to-Use	Class 16: Printed menus Class 29: Frozen, packaged or prepared entrees and meals; energy boosting bars; meal replacement bars; energy boosting shakes; meal replacement shakes; snack bars; snack foods; dried fruit and vegetables; salads Class 43: Restaurant and cafe services

SLOW-CARB DIET MENU	United States of America	85/727,123	12-Sep-12	Intent-to-Use	Class 16: Printed menus Class 29: Frozen, packaged or prepared entrees and meals; energy boosting bars; meal replacement bars; energy boosting shakes; meal replacement shakes; snack bars; snack foods; dried fruit and vegetables; salads Class 43: Restaurant and cafe services
THE 4-HOUR	United States of America	85/522,883	23-Jan-12	Intent-to-Use	Class 5: Dietary and nutritional supplements

THE 4-HOUR CHEF	United States of America	85/390,737	5-Aug-11	Intent-to-Use	<p>Class 16: Series of books on the subject of strategies for achieving health, balance, well-being and physical fitness; cooking; and recipes</p> <p>Class 41: On-line journals, namely, blogs featuring information on health, balance, well-being, physical fitness, cooking and recipes; providing information and advice about health, balance, well-being, physical fitness, cooking and recipes</p>
THE 4-HOUR COOK	United States of America	85/390,750	5-Aug-11	Intent-to-Use	<p>Class 16: Series of books on the subject of strategies for achieving health, balance, well-being and physical fitness; cooking; and recipes</p> <p>Class 41: On-line journals, namely, blogs featuring information on health, balance, well-being, physical fitness, cooking and recipes; providing information and advice about health, balance, well-being, physical fitness, cooking and recipes</p>

Additional Trademark Applications and Registrations

TRADEMARK	COUNTRY	APPLICATION NO	FILING DATE	REG. NO	REG. DATE	GOODS / SERVICES
THE 4-HOUR	Canada	1,562,939	6-Apr-12			<p>Wares: Dietary and nutritional supplements; Publications in the field of strategies for achieving success in business and balance in personal life, achieving health, well-being and physical fitness; and cooking and recipes Series of non-fiction books in the field of strategies for achieving success in business and balance in personal life, achieving health, well-being and physical fitness; and cooking and recipes</p> <p>Services: On-line journals, namely, blogs featuring strategies for achieving success in business and balance in personal life, achieving health and well-being, and physical fitness; cooking; and recipes; Providing a web site that features informal instruction on strategies for</p>

						achieving success in business and balance in personal life and achieving health and well-being; cooking; and recipes; Providing a website featuring information on exercise and fitness
THE 4-HOUR	European Union	1127487	27-Jan-12			Class 16: Series of non-fiction books in the field of strategies for achieving success in business and balance in personal life, achieving health, well-being and physical fitness; and cooking and recipes
THE 4-HOUR	European Union	1127486	27-Jan-12			Class 5: Dietary and nutritional supplements Class 41: On-line journals,

						namely, blogs featuring strategies for achieving success in business and balance in personal life, achieving health and well-being, and physical fitness; cooking; and recipes; providing a web site that features informal instruction on strategies for achieving success in business and balance in personal life and achieving health and well-being; cooking; and recipes; fitness
THE 4-HOUR	International Bureau (WIPO)	1127487	27-Jan-12	1127487	27-Jan-12	Class 16: Series of non-fiction books in the field of strategies for achieving success in business and balance in personal life, achieving health, well-being and physical fitness; and cooking and recipes
THE 4-HOUR	International Bureau (WIPO)	1127486	27-Jan-12	1127486	27-Jan-12	Class 5: Dietary and nutritional supplements Class 41: On-line journals, namely, blogs featuring strategies for achieving success in business and balance in personal life, achieving health

						and well-being, and physical fitness; cooking; and recipes; providing a web site that features informal instruction on strategies for achieving success in business and balance in personal life and achieving health and well-being; cooking; and recipes; fitness
OPENING THE KIMONO	United States of America	85/725,215	10-Sep-12			Class 41: Educational services, namely, delivering lectures and presenting conference programs in person, by teleconference and by videoconference on the subject of achieving success in business and dissemination of materials associated therewith; On-line journals, namely, blogs featuring information on the subject of achieving success in business

OTK	United States of America	85/725,209	10-Sep-12			Class 41: Educational services, namely, delivering lectures and presenting conference programs in person, by teleconference and by video conference on the subject of achieving success in business and dissemination of materials associated therewith
PAGG	United States of America	85/511,858	9-Jan-12			Class 44: Providing information about dietary supplements and nutrition
THE 4-HOUR	United States of America	85/522,886	23-Jan-12			Class 16: Series of non-fiction books in the field of strategies for achieving success in business and balance in personal life, achieving health, well-being and physical fitness and cooking and recipes
THE 4-HOUR	United States of America	85/976,328	23-Jan-12			Class 41: On-line journals, namely, blogs featuring strategies for achieving success in business and balance in personal life, achieving health and well-being, and physical fitness; cooking; and recipes; Providing a web site that features

						informal instruction on strategies for achieving success in business and balance in personal life and achieving health and well-being; cooking; and recipes; Providing a website featuring information on exercise and fitness
THE 4-HOUR BODY	United States of America	77/355,109	18-Dec-07	4026409	13-Sep-11	Class 16: A series of books on the subject of strategies for achieving health, balance, well-being and physical fitness Class 41: Providing physical fitness information and advice about well-being through physical exercise, training services in the field of work/life balance and strength training to improve balance
THE 4-HOUR WORKWEEK	United States of America	77/380,134	24-Jan-08	3861282	12-Oct-10	Class 16: Printed matter, namely, a series of books and printed teaching materials, all on the subject of strategies for achieving success in business and balance in personal life

THE 4-HOUR WORKWEEK	United States of America	77/380,658	25-Jan-08	3492243	26-Aug-08	Class 35: Providing information and advice on the subject of strategies for achieving success in business and balance in personal life via a global computer network Class 41: Educational services, namely, delivering lectures and presenting conference programs in person, by teleconference and by videoconference on the subject of achieving success in business and balance in personal life
THE SLOW-CARB DIET	United States of America	85/090,810	22-Jul-10	4140949	15-May-12	Class 41: On-line journals, namely, blogs featuring information on nutrition and weight loss
THE SLOW-CARB DIET	United States of America	85/975,258	22-Jul-10	4146850	22-May-12	Class 16: Publications, namely, books, cookbooks, pamphlets and handouts in the fields of nutrition and weight loss

TIM FERRISS	United States of America	85/166,136	1-Nov-10	3977565	14-Jun-11	Class 41: On-line journals, namely, blogs featuring information on nutrition and weight loss and strategies for achieving success in business and balance in personal life
TIMOTHY FERRISS	United States of America	85/166,159	1-Nov-10	3977567	14-Jun-11	Class 16: Series of non-fiction books in the field of strategies for achieving success in business and balance in personal life and in the field of health, fitness and diet Class 41: On-line journals, namely, blogs featuring information on nutrition and weight loss and strategies for achieving success in business and balance in personal life

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