

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
Name	Formerly	Execution Date	Entity Type
Yoga Pura Enterprises, Inc.		05/05/2013	CORPORATION: ARIZONA
<b>RECEIVING PARTY DATA</b>			
Name:	VPI Holding Co.		
Street Address:	200 Swisher Road		
City:	Lake Dallas		
State/Country:	TEXAS		
Postal Code:	75065		
Entity Type:	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 2</b>			
Property Type	Number	Word Mark	
Registration Number:	3937622	LIVE HAPPY	
Registration Number:	3973183	LIVE HAPPY	
<b>CORRESPONDENCE DATA</b>			
Fax Number:	214.999.36		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	214.999.4682		
Email:	ip@gardere.com		
Correspondent Name:	Lisa R. Hemphill/Gardere Wynne Sewell		
Address Line 1:	1601 Elm Street, Suite 3000		
Address Line 4:	Dallas, TEXAS 75201-4761		
ATTORNEY DOCKET NUMBER:	138208-3009		
NAME OF SUBMITTER:	Lisa R. Hemphill		
Signature:	/LRH/		

OP \$65.00 3937622

Date:

05/14/2013

**Total Attachments: 3**

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**TRADEMARK ASSIGNMENT**

This TRADEMARK ASSIGNMENT (the "Assignment") is made by Yoga Pura Enterprises, Inc., an Arizona corporation with its principal offices at 15440 North 7<sup>th</sup> Street, Phoenix, Arizona, 85022 ("Assignor"), to and in favor of VPI Holding Co., a Delaware corporation with its principal offices at 200 Swisher Road, Lake Dallas, Texas 75065 ("Assignee"), as assignee, with reference to the following facts and circumstances:

Assignor is the owner of all right and title, free of any encumbrances, to the following Trademarks in the United States (the "Trademarks"), the detailed descriptions of which are attached to the Assignment as "Exhibit A" and "Exhibit B" respectively:

Trademark	Serial No.	Registration No.	Filing Date:	Registration Date
LIVE HAPPY	85093776	3937622	July 27, 2010	March 29, 2011
LIVE HAPPY	85093782	3973183	July 27, 2010	June 7, 2011

WHEREAS, Assignee desires to acquire all right, title and interest in and to the Trademarks and related rights, including the goodwill of Assignor with respect to the mark.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign and transfer unto Assignee all right, title and interest of Assignor in and to the Trademarks, including without limitation, the Trademarks identified above, together with the goodwill symbolized by the marks, as well as its entire right, title and interest in and to any and all common law rights to the Trademarks, and any and all claims and demands it may have either at law or in equity arising out of any past infringements.

Assignor does hereby expressly agree that procedures be taken with the United States Patent and Trademark Office singly by Assignee to record the transfer of the Trademark to Assignee.

In testimony whereof, Assignor has caused this Assignment to be executed by its officer thereunto duly authorized.

Executed on this 5<sup>TH</sup> day of April, 2013.

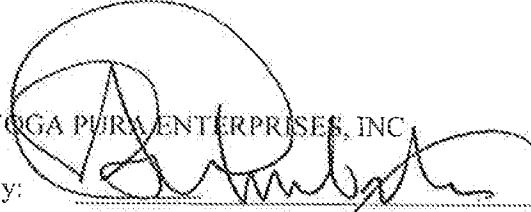
  
 YOGA PURA ENTERPRISES, INC.  
 By: \_\_\_\_\_  
 Name: ERIC WAURATENSTEIN  
 Its: PRESIDENT

EXHIBIT "A"

**Word Mark** LIVE HAPPY

**Goods and Services** IC 041, US 100 101 107, G & S: Educational services, namely, conducting classes, seminars, conferences, workshops, and retreats in the field of yoga, fitness, meditation, stress management, and relaxation techniques and the distribution of printed materials in connection therewith in hard copy or electronic format on the same topics; providing a website featuring information on yoga, fitness, exercise, meditation, and relaxation technique instructions; providing fitness and exercise studio services, namely, yoga, fitness, meditation, and relaxation technique instructions and training, namely, the training of teachers in the aforementioned areas. FIRST USE: 20060831. FIRST USE IN COMMERCE: 20060831

**Registration Number** 3973183

**Registration Date** June 7, 2011

EXHIBIT "B"

Word Mark LIVE HAPPY

Goods and Services IC 035, US 100 101 102, G & S: Retail store and online retail store services featuring clothing, home décor, exercise and fitness supplies, meditation supplies, jewelry, body products and lotions, candles, books, videos and music. FIRST USE: 20060831. FIRST USE IN COMMERCE: 20060831

Registration Number 3937622

Registration Date March 29, 2011

TRADEMARK