

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
	Georgia Markoul		01/17/2014	INDIVIDUAL: UNITED STATES
	Nicholas Heppard		01/17/2014	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA				
Name:	Life is Fun, LLC.			
Street Address:	5683 Paulos Lane			
City:	West Bloomfield			
State/Country:	MICHIGAN			
Postal Code:	48322			
Entity Type:	LIMITED LIABILITY COMPANY: MICHIGAN			
PROPERTY NUMBERS Total: 3				
	Property Type	Number	Word Mark	
Serial Number:		85857772	LOVE IS THE DRUG	
Serial Number:		85882411	LIFE IS FUN	
Serial Number:		85882455	DO IT NOW	
CORRESPONDENCE DATA				
Fax Number:	4198741130			
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	419-874-1100			
Email:	howard@fraser-ip.com			
Correspondent Name:	Richard G. Martin			
Address Line 1:	28366 Kensington Lane			
Address Line 4:	Perrysburg, OHIO 43551			
ATTORNEY DOCKET NUMBER:	55618-1			
NAME OF SUBMITTER:	Richard G. Martin			

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Signature:	/richard g. martin/
Date:	01/22/2014
Total Attachments: 2 source=55618 Executed Assignment 1-22-14#page1.tif source=55618 Executed Assignment 1-22-14#page2.tif	

TRADEMARK ASSIGNMENT

WHEREAS, Georgia Markoul, an individual residing at 5683 Paulos Lane, West Bloomfield, Michigan 48322, and Nicholas Heppard, an individual residing at 33004 Grand River Ave, Farmington Michigan, (hereinafter "Assignors"), each own an undivided one-half interest in certain trademarks that are the subject of pending Trademark Applications or existing Trademark Registrations as follows:

<u>Country</u>	<u>Trademark</u>	<u>Application No.</u>	<u>Filing Date</u>
United States	LOVE IS THE DRUG	85/857,772	February 22, 2013
Canada	LOVE IS THE DRUG	1,639,277	August 13, 2013
United States	LIFE IS FUN	85/882,411	March 21, 2013
United States	DO IT NOW	85/882,455	March 21, 2013

<u>Country</u>	<u>Trademark</u>	<u>Registration No.</u>	<u>Registration Date</u>
Madrid	LOVE IS THE DRUG	1 175 306	August 13, 2013

WHEREAS, Life is Fun, LLC., a Michigan Limited Liability Company located at 5683 Paulos Lane, West Bloomfield, MI 48322 (hereinafter "Assignee"), is desirous of acquiring the entire right, title and interest of said Assignors in and to the said trademarks, registration and pending applications, and in and to any registrations that may be granted thereon, together with the goodwill of the business connected therewith.

NOW, THEREFORE, BE IT KNOWN that, for and in consideration of the sum of One Dollar (\$1.00) in hand paid, and other good and valuable consideration, the receipt

and sufficiency of which are hereby acknowledged, said Assignors have sold, assigned, and transferred, and by these presents do hereby sell, assign and transfer to said Assignee, the entire right, title and interest of Assignors in and to the said trademarks, registration and pending applications, including any registrations that may be issued for the marks, in the U.S. and in any foreign countries, and in and to any renewals that may be granted thereon, together with the goodwill of the business connected therewith and any right to recover for past infringement thereof.

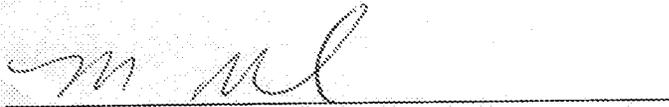
By



Georgia Markoul

Dated: January 17, 2014

By



Nicholas Heppard

Dated: January 17, 2014